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September 5, 2008 Volume 30 Number 36 www.processor.com



Consumer Devices In The SME

IT Needs To Hone Purchasing & Support Strategies For These Tools

by Elizabeth Millard

GIVEN THE DEVELOPMENT of multifunction devices and employees' tendencies toward working at all hours, the boundaries between consumer and enterprise use of technology get fuzzier all the time.

With laptops, this blurred line might take the form of downloading games and personal photos onto a company-owned machine. But when it comes to devices such as an iPhone or a BlackBerry, the issue is even more pronounced because users might be bringing in their own devices to sync up with the company network or expecting support on a range of technology. Here are some tips to navigate the new device world.

Standardize Purchasing

Everyone will have his or her preferences, but like other types of equipment, devices are best ordered in bulk. Not only will this give an enterprise a price break because of quantity, but IT staffers can also

With the proliferation of devices,

software that manages security and data storage has become much more robust in the past few years, and small to midsized enterprises should evaluate several different types to get the best functionality, advises Forrester Research analyst Ben Gray. "Vendors have recognized the need for more fullfeatured management tools, and they've responded by building some impressive applications," he says. "They have good security function-

else appears in an employee's hands can be

Microsoft Windows Mobile.

daunting, even if most of them rely on

Having most employees on the same

devices also eases upgrades because a sin-

gle application can be rolled out through

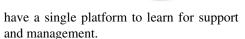
the network and implemented as soon as

an employee logs in with the device.

Tap Into Management Tools

ality, but they can also be used to do support, as well."

Management applications bring together firewall protection, user authentication, automated data storage and transfer, and Go to Page 10



Trying to solve problems with an iPhone, BlackBerry, Samsung BlackJack, Verizon Moto, Honeywell Dolphin, and whatever

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COVER FOCUS

Data Center Tips

We talked with product manufacturers and other industry experts to come up with some of the best tips related to four key data center issues.

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TECH & TRENDS

Keeping Storage Costs In Check | 1

While the trend of dropping prices for increased capacities seems to be an advantage, there are many more factors to consider when it comes to the true cost of storage.

Email In The Cloud | 23

SMEs agree that email management is a necessary evil, but providing and maintaining their own email infrastructures costs time and money and turns IT's attention from the primary business. Is cloud-based email the answer?

Using Social Networks | 24

Enterprises likely have employees accessing their social networking accounts at some point during the workday. Yet social networking does not have to be all fun and games.

■ Adtran announced its new line of NetVanta

Product Releases | 17

switches made for a variety of SME applications. ■ Barracuda Networks introduced a firmware update to its Barracuda Spam Firewall to include the Invalid Bounce Suppression feature, which differentiates valid NDR (Non-Delivery Report) messages from invalid ones. ■ Citrix released

its application virtualization solution, Citrix XenApp 5. ■ Comodo announced SecureEmail version 1.0. software that features PKI-based technology to enable the encryption and digital signature of outgoing emails. ■ CRU-DataPort released a line of high-speed and high-capacity SAS/SATA enclosures. ■ Dot Hill Systems has new RAID systems available with 450GB SAS hard drives.

■ NTP Software released Storage Billing System 4.0, a cross-platform tool for managing unstructured data. ■ Sherpa Software released Discovery Attender for Exchange version 3.0, an application that automates the search and collection of PST files, Exchange mailboxes, and public folders. ■ StoredIQ released StoredIQ v4.6, which enhances its platform integration support and eDiscovery operations intended to boost the efficiency of IT and legal teams working within the eDiscovery life cycle. ■ Tripp Lite announced the latest version of free PowerAlert software for enterprise management.

adding storage isn't the most economical solution. "The 'utopian' solution is to reduce overall storage requirements by managing information to the point of keeping only one copy of only what needs to be kept. This is

much easier said than done." Over the past five years, Daly has witnessed the trend in how organizations store data. "People had about 10 times as much data in removable storage as they had on disk—storage on tape, backup, archiving. Now, a number of things have changed, especially regulatory and legal issues about making archives and backup copies readily available, which has brought an enormous amount of secondary data off of removable storage and put it on to disk. The new requirements simply aren't practical with tape and other

middle sector of the market, where requirements for disk storage have increased significantly in the past five years. The driver for

Go to Page 10

The True Costs Of Storage

Where Can An SME **Save Money?**

by Sandra Kay Miller

ALMOST ANYONE who has been in the technology industry for any length of time has witnessed storage capacities rise as the price of hardware has dropped. While this inverse trend appears to be an advantage for anyone needing to park data, there are many more factors to consider when it comes to the true cost of storage.

"I think part of the concern and confusion is if you look at how costs are actually incurred for organizations, it has less to do with how much storage they have and is

more about how much data they have," explains Kevin Daly, CEO of iStor (www .istor.com), a networked storage company based in Irvine, Calif. "So much of the costs over the life cycle of storage are operational and administration costs."

Daly warns that while, in general, adding more storage may not appear to be an expensive choice, utilizing that storage by increasing the amount of data can actually increase overall storage costs. "Costs are far more related to how much and what kind of data organizations have as opposed to how much storage they have," he adds.

Bruce Caswell, director of marketing communications at Xiotech (www.xiotech.com), an enterprise storage solution provider based in Minnesota, agrees with Daly that just

removable storage media," he says. Nowhere is this more evident than in the

EACH WEEK

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There are many factors to consider when it comes to the true cost of storage.

For address change, fill out form below with new **Subscribe Today/Address Change Form** PLEASE PRINT Phone: (_ __)_____Fax: (______)____ Contact Name: ____ Company Name: _____ State: _____ Postal Code: _____ _____ Web Address: ___ 1. What is the size of your company 3. What is your annual computer hardware/ (how many employees)? software purchasing budget? □ 200 to 499 □ \$0 to \$9,999 \$100,000 to \$249,999 ☐ Less than 10 □ \$10,000 to \$24,999 □ \$250,000 to \$499,999 □ 10 to 99 □ 500 to 999 □ 100 to 199 □ 1,000+ □ \$500,000 to \$999,000 □ \$25,000 to \$49,999 □ \$50,000 to \$99,999 \$1,000,000+ 2. How often do you purchase computer hardware/software?

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STORAGE SEPTEMBER 5, 2008

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Vertices distinguishes itself with its flexible composition that can adapt to different operating environments. Users can expand Vertices' capabilities by choosing optional modules that better suit their company's setting. Vertices Automation Module integrates with several popular backup applications. Other modules are available, as well, such as the RFID Module and the Foreign Media Module.

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also get to take advantage of all of Skype's business features and services, such as interactive voice response, automatic call distribution, and call recording. The Exchange Pro VISIP-EX gateway adds up to 30 lines of Skype, and because employees can make and receive phone calls over the existing corporate PBX, IT staff won't need to maintain Skype software or specialized headsets. Telecommuters and traveling workers can also use the free Skype client on a laptop or smartphone to avoid the complexities associated with remotely accessing IP PBXs.

The VoSKY Exchange Pro VISIP-EX also lets companies add Skype business applications to the IP PBX. For instance, you could set up a Skype-powered click-to-call button on the Web site to improve online sales and offer a more comprehensive sales presence. The gateway also

transmits all inbound and outbound Skype calls in the company's Call Detail Records archive. Based on VoSKY's Linux platform, the Exchange Pro VISIP-EX offers enterprise-grade performance and scalability.

VoSKY Exchange Pro VISIP-EX

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SERVERS August 29, 2008

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present relating to internal, industry, or regulatory policies for IT control and security.

The latest update to the platform is the ability to audit and manage EPA Energy Star settings for Windows XP and Vista computers. Now, companies can more

easily comply with the mandate for computers and monitors to "sleep" when not

Other features of the C5 Compliance Platform include configuration compliance scores, vulnerability scores, patch scores, and authorized software compliance scores. Benefits of the platform include smart automation, which results in fewer errors, repeatable processes, and predictable results; unified views for quick summary and detailed views of monitored assets; and overall improved compliance.

The C5 Compliance Platform is composed of four parts: C5 Element Manager, C5 Element Sensors, C5 Command Center, and C5 Compliance Content. Element Manager is an Intel-based 1U server for centralized management of element sensors, which are lightweight software agents. Command Center offers unified views of a company's entire compliance posture, and the compliance content library is maintained by C5's Security Labs professionals.

Secure Elements C5 Compliance Platform

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August 29, 2008

Enables companies to audit, evaluate, and manage compliance issues

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AUGUST 22, 2008

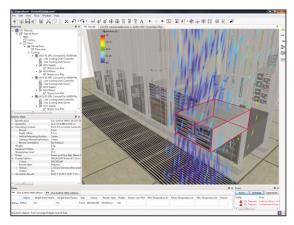
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STORAGE August 29, 2008

Data Center Design Goes Virtual

Future Facilities' 6SigmaDC Data Center Design & Analysis **Suite Offers Virtual Facility Planning**



6SigmaDC's 3D modeling helps data center designers test out ideas.

A GOOD DATA CENTER starts with good design; it must be planned and laid out in such a way that heating, cabling, and more are done from a power, space, and cooling standpoint. Future Facilities' 6SigmaDC Design and Analysis software suite offers tools that let you create a 3D virtual facility to test out ideas.

Designers can create a VF (virtual facility) that essentially gives users a full inventory of the room, including cabinets, IT equipment, power systems, cooling systems, and ventilation grilles. Users can use the VF to help configure cabinets with rack-mounted equipment, to configure the facility or room, to act as a layout and

testing tool for room equipment, and to show ongoing configuration and facility management so changes can be tested before implementation.

Features include an easy-touse GUI; the ability to read data from other design tools; large libraries of IT and supporting equipment such as ACUs, PDUs, and cabinets; and a complete view of the inventory. The suite also offers drag-and-drop capabilities to aid in model construction and

can predict grille flows, equipment resilience, ACU performance, cooling features, and energy efficiency metrics.

Future Facilities 6SigmaDC Design & Analysis v4

Data center design tool that lets users create a virtual facility to test out configurations

(408) 436-7701

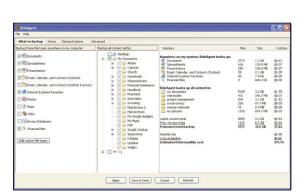
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& Data Loss Prevention



DiskAgent by Spearstone lets you create secure online backups.

DATA IS PERHAPS the most valuable commodity a company possesses, and being able to recover it in the event of a disaster, secure it from a malicious hacker attack, or retrieve and protect it if a computer is lost or stolen is of utmost importance. DiskAgent SaaS (software as a service) from Spearstone seeks to offer a solution with remote backup and loss protection.

DiskAgent offers data storage and protection with an easy-to-use, scalable SaaS offering. Features include continuous online backup with centralized management and constant access to data, and if hardware is lost or stolen, users can remotely erase data, effectively preventing thieves from accessing sensitive files. DiskAgent lets IT admins track and potentially recover any stolen devices with its hardware recovery functionality.

By encrypting all backed up data as it moves both to and from the Amazon S3 and EC2 environments, DiskAgent meets security regulations and lets admins enforce document retention policies and grant or restrict user access to remotely backed up files.

The DiskAgent SaaS is an easy-to-use package offering

remote backup options and data loss protection. Yet DiskAgent is designed as an enterprise-level protection package that individuals other than IT professionals can implement and maintain and requires no expensive infrastructure.

DiskAgent by Spearstone

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NEWS



Oracle Announces New CFO

ORACLE HAS TAPPED Jeff Epstein as its new CFO and executive vice president. Epstein will report to Oracle co-president Safra Catz, who held the CFO seat since November 2005. Epstein, a Stanford Business School M.B.A., brings 20 years of experience from his roles as CFO of several companies, including DoubleClick, King World Productions, and Oberon Media. Epstein's responsibilities will include finance, controller's office, finance operations, tax, treasury, real estate, investor relations, audit, and customer leasing.

Cisco To Acquire PostPath

CISCO ANNOUNCED PLANS to purchase PostPath, an email and calendaring software maker, in a deal estimated at \$215 million. Through the acquisition, Cisco hopes to strengthen its collaboration portfolio, which includes such components as instant messaging, voice, video, data, document management, and Web 2.0 applications, by integrating PostPath's Linux-based email/ calendaring software. The Linux-based platform will be used to enhance Cisco's WebEx Connect collaboration platform, enabling it to offer email and calendar functionality in a software-as-a-service model. As part of the acquisition, the company plans to absorb PostPath's employees into its Collaboration Software Group.

■ HP Closes Acquisition Deal With EDS

HP HAS COMPLETED ITS \$13.9 BILLION acquisition of EDS (Electronic Data Systems), which the company hopes will help it to compete more closely with IBM in the computer services market. In closing the deal, HP also was able to maintain EDS' leadership team with minimal management shuffling. EDS' President and CEO Ron Rittenmeyer will join HP's executive council and report to Mark Hurd, HP's chairman and chief executive officer. EDS will be responsible for handling outsourcing services previously provided by HP's Technology Solutions Group, which will now focus on design, installation, and maintenance of customer systems.

Phone Hacker Takes FEMA For \$12,000

Possibly using a low-tech, "old school" hack popular 10 to 15 years ago, someone took advantage of a vulnerability in FEMA's PBX-based voicemail system at its National Emergency Training Center in Maryland to rack up more than \$12,000 in long-distance calls Aug. 16 and 17. After catching the fraud, Sprint halted all longdistance calls coming from the center. The calls reportedly lasted three to 10 minutes and were placed to Afghanistan, Saudi Arabia, India, Yemen, and other Middle Eastern countries. FEMA is part of the Department of Homeland Security, which itself issued a warning in 2003 concerning "unauthorized individuals" communicating via "compromised U.S. phone systems in a way that is difficult to trace."

■ FCC Delays Wireless Roaming Decision

KEVIN MARTIN, HEAD OF the Federal Communications Commission, has decided to put off a decision that would determine whether small wireless phone carriers can "roam" on the networks of larger service providers. Martin proposed allowing carriers that own unused spectrum to roam for four years before losing their right to do so; he withdrew the proposal for lack of a consensus among the five commissioners. The rules revision proposal was a response to the concern expressed by smaller wireless carriers that did not have access to the areas where they had obtained spectrum.

Infosys Acquires Axon

SOFTWARE SERVICES EXPORTER and outsourcing giant Infosys Technologies announced that it will buy British consultancy firm Axon Group for 407 million, or about \$753 million, in an all-cash deal. India-based Infosys will make the acquisition in an attempt to diversify its activities and business models and expand its business advisory footprint in other geographies as it faces a downturn in its biggest market, the United States. Axon Group, which comprises about 2,000 employees in Britain, North America, Malaysia, and Australia, offers consultancy services to a variety of multinational organizations.

Dell On The Upswing In Server Sales

SALES IN THE GLOBAL SERVER market have grown because of x86 server replacements. Dell is pushing past HP and Sun Microsystems by increasing server shipments by 24%. IBM also saw a rise in annual revenue by 11.5%, 3.6% higher than HP. Overall shipments have escalated about 12% for the entire server industry. Gartner Research Vice President Jeffrey Hewitt says, "In spite of economic constraints in some markets like the United States, on a worldwide basis, servers continued to grow in the second quarter of the year." The top five in highest server shipments include Fujitsu/Fujitsu Siemens, IBM, Sun, HP, and Dell.

This information provides a quick glimpse of current and historical stock prices and trends for 14 major companies in the technology market.

Company	Symbol	Year Ago	August 22 \$	August 28 \$	% change from previous week
AMD	AMD	\$11.66	\$5.81	\$6.25	▲ 7.57%
Computer Associates	CA	\$24.47	\$24.48	\$24.27	▼ 0.86%
Cisco Systems	CSCO	\$30.41	\$24.71	\$24.66	▼ 0.2%
Dell	DELL	\$26.89	\$25.27	\$25.21	▼ 0.24%
Google	GOOG	\$506.40	\$490.59	\$473.78	▼ 3.43%
HP	HPQ	\$46.93	\$47.06	\$47.33	▲ 0.57%
IBM	IBM	\$112	\$124.93	\$124.58	▼ 0.28%
Intel	INTC	\$23.96	\$23.49	\$23.59	▲ 0.43%
McAfee	MFE	\$33.48	\$39	\$40.08	▲ 2.77%
Microsoft	MSFT	\$27.93	\$27.84	\$27.94	▲ 0.36%
Oracle	ORCL	\$19.36	\$22.70	\$22.64	▼ 0.26%
Red Hat Software	RHT	\$18.67	\$21.72	\$20.88	▼ 3.87%
Sun Microsystems	JAVA	\$5.06	\$10	\$9.10	▼ 9%
Symantec	SYMC	\$18.26	\$22.06	\$22.65	▲ 2.67%

NOTE: This information is meant for reference only and should not be used as a basis for buy/sell decisions

Microsoft Eases Virtualization **Licensing Rules**

MICROSOFT WILL CHANGE its virtualization policy to ease the financial burden associated with its long-standing 90-day license transfer restriction. Under the new policy, companies will be able to move applications between servers within a server farm as often as necessary without paying additional licensing fees. The new policy affects 41 Microsoft server applications. Microsoft also updated its technical support policy for 31 applications.

AMD Sells DTV Business

AT THE END OF THE YEAR, AMD will finalize the sale of its DTV business to Broadcom. AMD's DTV product line includes all Xilleon integrated DTV processors and complete turnkey reference designs, NXT receiver ICs, Theater 300 DTV processors, and a line of panel processors. Broadcom will pay \$192.8 million for the business, which will strengthen its scale and aid in making it one of the leading DTV businesses. Broadcom plans to complete a product line for the entire market, including low-end, midrange, and high-end interactive platforms and panel processors. About 530 AMD employees will be invited to join the Broadcom team.

■ Ericsson, STMicro Start Joint Venture

STMICROELECTRONICS AND ERICSSON are teaming up to create mobile device platforms and semiconductors as part of a new joint venture. The 50/50 partnership will focus on 2G, 3G, and LTE technologies. The unnamed new venture will merge Ericsson Mobile Platforms with ST-NXP Wireless, scaling up the two entities' complementary product lines and supplier relationships. The latter is in fact a recently launched joint operation between STMicro and NXP Semiconductors and brings a TD-SCDMA portfolio to the mix. The new 8,000-employee company, based in Geneva, will be chaired by Ericsson President and CEO Carl-Henric Svanberg, with STMicro President and CEO Carlo Bozotti as vice chairman.

Report: 70% Of Users Have **Downloaded Vista SP1**

ACCORDING TO WINDOWS OS metrics from Devil Mountain Software, service pack adoption rates are much higher for Windows Vista's SP1 than Windows XP's SP3. The metrics, which Devil Mountain started recording at the beginning of April, found that nearly 70% of users had downloaded Vista's SP1 within the first month of its release. Within the same time frame, only 34% of users had downloaded SP3 for WinXP. After four months, the adoption rate for Vista SP1 reached 86%, while WinXP SP3 was 47%. Devil Mountain suggests that the greater demand for Vista SP1 over WinXP SP3 was due to either customer dissatisfaction with Vista or because of the hype surrounding its release.

China To Speed Processor Development

CHINA REPORTEDLY WILL INCREASE the development funding for its Godson microprocessor, with the intent of creating a processor that can run at 1 petaflop per second by 2010, according to a representative from the Chinese Academy of Sciences. China has only recently committed to developing a microprocessor of its own and so remains technologically behind major processor manufacturers such as Intel and AMD, the representative says. So far, the country has developed four versions of the Godson processor and has announced plans for the upcoming Godson 2g, which will incorporate a graphics chip, and the Godson 3, which will be a four-core, 1GHz chip.

Upcoming IT Events

Are you looking to learn more about data center or IT topics? Network with some of your peers? Consider joining a group of data center professionals. If you don't see a meeting listed in your area, visit www.afcom.com, www.aitp.org, or www.issa.org to find a chapter near you.

- SEPTEMBER -

AFCOM St. Louis Gateway September 9

Schneider Electric Technology Center 807 Corporate Centre Drive O'Fallon, Mo. www.afcom.com /afcomnew/stlouis.html

. Enterprise Architecture 2008

September 9-10 Washington, D.C. events.fcw.com

AITP Central Idaho September 10, 11:45 a.m. The Owyhee Plaza 1109 Main St. Boise, Idaho

www.boisestate.edu/dpma /dpmaci/meetings.html

Bay Area SecureWorld Expo September 10-11 San Francisco, Calif. www.secureworldexpo.com

. ITEC Minneapolis

September 10-11 Minneapolis, Minn. www.goitec.com

. AITP Nashville

September 11, 5:30 p.m. Holiday Inn-Brentwood 760 Old Hickory Road Brentwood, Tenn. www.aitpnashville.org

. AITP Washington, D.C.

September 11, 6:30 p.m. Alfio's Restaurant 4515 Willard Ave Chevy Chase, Md. aitpwashdc.ning.com

AITP Pittsburgh September 15, 5:30 p.m. Slovak Catholic Sokol 801 11th St. Ambridge, Penn. www.aitp-pgh.org

Interop September 15-19 New York, N.Y. www.interop.com/newyork

. VMworld 2008 September 15-18 Las Vegas, Nev. www.vmworld.com

/vmworld/conferences.jspa ISSA Forth Worth

September 17, 11:30 a.m. The City of Fort Worth Building 275 W. 13th Street Fort Worth, Texas www.issa-cowtown.org

. AITP Omaha

September 18, 5:30 p.m. Seraph Corp. Omaha, Neb www.aitpomaha.org

. ISSA Puget Sound

September 18, 5:30 p.m. Olympic Room, Microsoft Main Campus Building 27 3009 157th Place NE Redmond, Wash. www.issa-ps.org

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PRODUCTS AT WORK

Steelhead Enables Snappier Collaboration

Ware Malcomb Turns To Riverbed's Traffic-Shaping Technology To Save Its Network

by Christian Perry

TODAY'S HIGH-BANDWIDTH NETWORKS can generate assumptions that any amount of data can travel effortlessly between locations. But in practice, IT managers know that's far from the truth because even well-equipped networks can encounter difficulty when data traffic gets heavy. Just ask Moses Gonzales.

As director of IT at Ware Malcomb (www.waremalcomb.com), an architectural, interior design, and site development company with 10 office locations in the United States and one in Toronto, Gonzales oversees a network that handles a massive amount of bandwidth, including CAD files, various 3D models, Photoshop drawings, and Office documents. But about three and half years ago, the company was running into trouble when opening up CAD files and various graphics files between locations. Considering the company is involved in plenty of collaboration among its various offices, this quickly snowballed into a big problem.

"My first bag of tricks was to go and get network upgrade quotes," Gonzales says. "We did a little more research and thought, 'Hey, maybe this is something we can control better by looking at packet shaping.' So we looked at Packeteer products. Through that research, we came across Riverbed and some of the competitors and then started evaluating those products."

Packet Power

Gonzales says he spoke with four companies in his search for a solution, but Riverbed Technology (www.riverbed.com) was the only company willing to let Ware Malcomb perform a test deployment. Further, he says Riverbed was the most accommodating of the companies because it truly seemed to be focusing on the type of traffic that Ware Malcomb was using.

Packet shaping, or traffic shaping, is designed to optimize network bandwidth by delaying certain data packets to give priority to others, in turn helping to boost overall network performance. Steelhead appliances from Riverbed use this technology to

accelerate the performance of applications over wide-area networks and help enterprises overcome bandwidth and latency problems.

In fact, Riverbed claims these appliances can increase the performance of all TCP applications by five to 50 times, or even as much as 100 times, allowing file update collaboration to occur in seconds instead of minutes or hours. The company also says that Steelhead customers generally eliminate 60 to 95% of their current bandwidth utilization, and they can also consolidate



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file servers, Exchange servers, storage, application servers, and tape backup systems from remote branches into data centers, all without sacrificing performance.

The Right Decision?

Thanks to the accommodating nature of Riverbed, along with the fact that the company was the most competitive price-wise among the companies Gonzales researched, Ware Malcomb chose Steelhead devices for its various locations. The company uses a Steelhead appliance designed for large offices at its corporate offices in Irvine, Calif., while other locations use Steelhead appliances designed for midsized offices.

"I have a friend who was in a similar position at another firm who had already deployed [Steelhead] in the previous two months. [I] had been able to see it in their environment, and it was definitely positive," Gonzales says.

However, despite the attractive price and the positive referral, Gonzales faced a road-block: upper management. "The most difficult part was getting the expense approved. It was one thing to show them the ROI of getting the equipment vs. upgrading our network bandwidth. But I think they still did have questions on, 'OK, this product promises to deliver this, but there [could

be] certain areas where this isn't going to help.' I think that was their concern."

However, the perception that Steelhead could be lacking in areas changed when testing commenced and user feedback started rolling in. When users remarked that they were seeing a big difference in network performance, those with fingers on the expense trigger began to realize that Ware Malcomb would be making a smart decision by purchasing the Steelhead appliances, which would help to make the company more productive without significantly increasing monthly costs, Gonzales notes.

Down With Downtime

Disruptions to an enterprise-wide network, particularly one with multiple remote locations, can spell doom for both employees and customers. Certainly, integrating technology designed to overhaul a network's overall performance has the potential to create downtime and interruptions, but after Ware Malcomb made the decision to move forward with Steelhead appliances, Gonzales discovered that the deployment of the devices would entail no such commotion.

"We literally rolled [the Steelhead appliances] out during production," Gonzales says. "We had maybe 15 seconds of downtime." However, he notes that the company had some issues with Microsoft Outlook early on in the process, about two years ago, specifically with cached public folders. At the time, Gonzales and his staff had to identify the problem and then create rules to allow the traffic to pass, but he says that since that problem occurred, Riverbed has resolved it in updates, so new customers today wouldn't encounter it.

As for other early issues, he says that Riverbed quickly jumped to attention. "We had [Riverbed] engineers who were looking at our traffic when we were having a problem. They were taking system dumps, and those dumps were going straight to the developers," he says.

Last September, Ware Malcomb rolled out the Steelhead Mobile Controller, which allows the management of Steelhead Mobile licenses and controls the deployment, management, and reporting of Steelhead Mobile software clients. Gonzales says that he and his staff wanted a mobile plan for all of its laptop users from the beginning, and thanks to Riverbed's continuing innovation, they

got it. There was some initial trouble with the controller, however.

"We basically had an issue where we rolled the client out to all our laptops, but we didn't want it taking up one of our licenses when the person was in an office that had a Steelhead [appliance]," he says. "So we had to call support to create a workaround. We got it taken care of in the first call—probably within an hour."

Hidden Benefits

When asked whether he'd choose Steelhead again if put in the same situation with his network, Gonzales says he's fairly certain he would come back from his research with the same results. In fact, beyond the improvements that Steelhead has made to Ware Malcomb's network performance, the tool has unexpectedly improved other areas.

"Before, we really spent a lot of time managing backups. Since [deploying Steelhead], we've been able to use some replication tools to replicate all the traffic from the branches to our corporate office. So we don't do any tape rotations of backups at the office anymore. We're able to do a local backup without having to worry about someone taking something offsite because now we have everything in our corporate office from those remote sites," he says.

In addition, Ware Malcomb is now replicating its corporate data out to branches, which has helped to cut its cost of backups and disaster recovery. This has had an impact not only on Gonzales and his IT staff but also on the smaller offices—none of which yet has an onsite IT person. Now backups are generally more reliable, and they're no longer required at the branches.

"That wasn't one of the things we used when considering purchasing the Riverbed boxes," Gonzales says. "But we wouldn't have been able to do it if we hadn't made that purchase."

Riverbed Steelhead Appliances

Use traffic shaping technologies to speed the performance of applications between data centers, remote offices, and mobile workers

"We literally plugged [the Steelhead appliances] into the network during lunch and no one noticed, except that, 'Hey, things are a little snappier than they used to be," says Moses Gonzales, director of IT at Ware Malcomb (www.waremalcomb.com).

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NETWORKING & VPN

August 22, 2008

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Barracuda's Load Balancer Provides Load Balancing & Network Intrusion Prevention

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The Barracuda Load Balancer's integrated Service Monitor ensures that servers and their associated applications are always operational. In the event of server or application outage, it facilitates automatic failover among servers to ensure continuous availability.

To mitigate risks associated with failures of the load balancers themselves, two Barracuda Load Balancers can be deployed in an active/passive configuration. To minimize ongoing administration associated with security, the Barracuda Load Balancer automatically receives Energize Updates for the latest intrusion prevention

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CLIENTS August 15, 2008

Simplify Web Development

Gizmox Visual WebGui For Silverlight **Streamlines Enterprise Applications**

THE DEVELOPMENT cycle of enterprise applications is critical for programmable Web plug-ins such as Microsoft Silverlight. A RAD (rapid application development) framework is one tool that can reduce overall development cycles. Gizmox has developed the Visual WebGui for this precise purpose, while still offering great flexibility.

Visual WebGui is a graphical user interface that enables Microsoft Silverlight for rich data-centric Internet applications suited for enterprises. The framework introduces seamless integration to Visual Studio and offers the Web developer simplicity through its Windows Forms drag-and-drop interface design. Additionally, WebGui incorporates the ASP.NET deployment model and allows full Silverlight graphics capabilities.

Executing complex AJAX applications can require a sharp learning curve; how-

ever, Visual WebGui features server-side controls that function in the same manner as desktop application controls, effectively replacing AJAX browser controls in runtime. The WebGui complete control toolkit currently contains more than 50 customizable out-of-the-box implemented for decoupled presentation in either DHTML or Silverlight layers.

The user-friendly interface is easy to deploy for complex enterprise-level AJAX applications thanks to WinForms API and design-time support. Powerful object-oriented programming transports AJAX without consuming more than 1% of bandwidth. Visual WebGui application security is military-grade, as well, because it runs on the server, so the browser operates as a viewing pane to the server, and no sensitive data is transferred.

Gizmox Visual WebGui

Standard Server + SDK for \$1,500 per developer seat per year; Standard Silverlight extension + SDK for \$500 per year; Standard Silverlight Extension + Standard Server + SDK for \$190 per developer seat

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AUGUST 8, 2008



NETWORKING & VPN

Manage Media Networks

Packet Island PacketSmart-Lite Platform **Troubleshoots Voice & Data Networks**

PACKETSMART-LITE, an entry-level version of Packet Island's PacketSmart platform, is ideal for small and medium-sized businesses. PacketSmart-Lite includes everything needed to quickly and reliably troubleshoot voice/data networks for up to 10 different sites of 50 to 200 phones each. Each platform comes with a Linux-based Dell server fully loaded with Packet Island's proprietary PacketSmart software component and five compact micro appliances that

provide sniffing and call generation capability from each site remotely. Each microappliance can handle up to 20 concurrent calls. SIP.

MGCP, and Cisco proprietary signaling protocols are supported.

The PacketSmart platform provides convenient 24x7 remote monitoring for each site, allowing deep visibility into network issues that cause

voice, video, and data degradation. A browser-independent, Java-based GUI allows quick retrieval of critical data, such as jitter, MOS, dropped packets, router path, traffic spikes/transient effects, and even full packet capture. Comprehensive reports are available to give you a reliable and automated snapshot of the state of your network.

IT administrators can use the solution to perform the following functions:

- Assess data networks for VoIP readiness
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Packet Island's PacketSmart-Lite

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Troubleshoots voice/data networks for up to 10 different sites of 50 to 200 phones each

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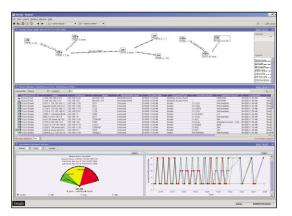
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SECURITY

NETWORKING & VPN AUGUST 8, 2008

Manage IT Convergence

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Redcell OpsCenter provides one console for automatically finding networked assets and understanding how they're interconnected.

A KEY PROBLEM FACING IT professionals is managing and monitoring their collection of resources with multiple vendor-specific and disparate tools, which keeps IT operational costs high and the ability to automate tasks impossible. To prevent business growth from devolving into IT chaos, administrators need a single, consolidated system they can trust.

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neous device configuration; and monitors the health, availability, and performance of your networked application infrastructure.

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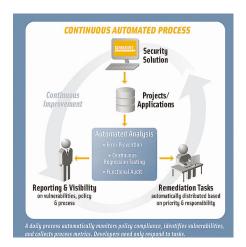
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AUGUST 8, 2008

No matter what your motivation, Parasoft's unique automated infrastructure drives your development process to ensure that it remains on track and does not disrupt the team's workflow.

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CLIENTS AUGUST 8, 2008

Enhanced CA Records Management Solution

Helps Companies Streamline Records-Keeping Processes



CA Records Manager provides access to all content through a single interface

CA RECORDS Manager r12 is the latest version of the company's tool to help enterprises automate record-keeping processes. The program is designed to give users faster access to information, save time and money, and facilitate compliance with regulatory requirements and organizational policies. This new version delivers increased functionality with its records retention and disposition module, a localizable Web client, and added features to enhance the user experience.

CA Records Manager r12 is also certified by the United States DoD (Department of Defense) against the newly updated version 3 of the U.S. DoD 5015.2 standard, which provides for greater data security and integrity. Because of its long history of early and successful standards

adoption, CA was the first to certify against the new, more stringent standard.

"One of the most important new features in Records Manager r12 is the creation of an enhanced retention module that is an interface to perform all administrative tasks related to retention and disposition," says Reed Irvin, vice president of product management for CA. "Addi-

tionally, this release also delivers significant enhancements focused on creating transparency, declaring records more efficiently, improving the user experience, and applying policy on all content across the enterprise. For instance, new scripted email notification capabilities are designed to send an email notification to selected recipients when your specific defined criteria are not met within a specified time frame."

CA Records Manager r12

Records management solution designed to help enterprises improve efficiency, automate processes and reduce risk

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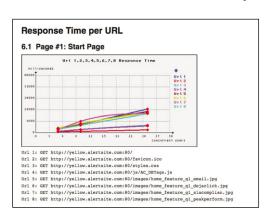
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NETWORKING & VPN

On-Demand Load Testing

AlertSite Provides SaaS Testing To Improve Web Site Stability Before Launch



AlertSite's On-Demand Load Testing offers immediate reports.

WEB SITES ARE launched every day, but it's likely many have little or no idea if the site will be able to handle the loads it will encounter. The result is many Web sites experiencing errors that could have been avoided with some robust load testing.

AlertSite addresses this need with the release of On-Demand Load Testing, a SaaS (software as a service) application that is designed to offer businesses quick, simple, and intuitive load testing that simulates actual user loads. On-Demand Load Testing is designed to help companies identify scalability issues, bolster the infrastructure, and prevent site crashes so customers never experience downtime.

By leveraging AlertSite's DéjàClick technology, which simplifies the testing, design, and setup processes, virtually

any user can build and deploy a load test easily and review the results quickly. Users can log on from anywhere in the world and quickly test. There is no need for learning a scripting language or acquiring special equipment software or extra personnel, which saves companies money.

AUGUST 8, 2008

On-Demand Load Testing works by simulating Web traffic from thousands of simultaneous users. Once the test is complete, the results are instantly generated into an ondemand report that shows a break-

down of Web site performance over time. Users can test URLs at any time, indicate the number of concurrent virtual site visitors, and even specify the time of day when automatic testing is performed. Users can reuse the scripts that are created from this process at any time and as often as needed.

AlertSite On-Demand Load Testing

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SERVICES August 8, 2008

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Matthew Bernard, IT network manager at John Wiley & Sons, says, "Although hesitant to release my used data tapes, I found Recycle Your Media's data tape recycling service to be secure, professional, and more than I expected."

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SECURITY August 8, 2008

No-Hassle Password Management

Cloakware's Server Password Manager v3.5 Offers Upgraded Deployment & Integration Features

PRIVILEGED AND A2A (application-to-application) password management is a powerful way to maintain security for any company, yet many enterprises eschew this protection because of its prohibitive cost. Cloakware offers a more cost-effective solution to this

issue with the release of CSPM (Cloakware Server Password Manager) version 3.5.

CSPM is a Shared Account Password Management platform designed to support data centers of various types, including multisite, heterogeneous, and high-volume centers. CSPM is designed to offer ensured high availability in distributed networks and improved integration with homogeneous data centers, all without disrupting the system or causing downtime.

CSPM utilizes streamlined deployment options, improved integration into existing environments, scalability, and availability to help companies improve compliance, protect confidential data, decrease system downtime, and reduce operational costs.

CSPM allows regular password changes and password policies to be applied to server-based accounts. It eliminates hard-coded passwords by removing the need to share passwords with developers, so the problem of needing to create a new password doesn't require redeployment of applications.

Other features of CSPM include reliability across multiple sites and plug-and-play application server support. Deployment options enable one CSPM deployment to act as a primary core with support for multiple remote data centers.

Cloakware Server Password Manager v3.5

Server password manager with high availability, easy integration, and broad deployment options

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STORAGE August 1, 2008

Premium Data Center-Class Storage

ONStor's Cougar 6000 NAS Gateways Offer High Performance & Power Efficiency

ON TOP OF scalability, companies need storage with high availability and high performance. ONStor's Cougar 6000 series of NAS gateways is designed to meet the needs of large enterprises and data-intensive environments, yet make it affordable for midrange companies, as well.

The Cougar 6000 series is designed to deliver growth flexibility and the ability to meet changing storage needs without disrupting business as usual with ONStor's Ever-

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The "cluster-in-a-box" design of the Cougar 6000 series is designed to enable companies to meet service-level agreements with a device that leaves a small footprint and saves energy. Yet the open data center-class networked storage appliance can scale up to 4PB (petabytes) and 400K+ SpecSFS Ops cluster.

The Cougar 6000 series can help reduce costs by allowing customers to leverage the storage they presently have, which



bulks up their storage capacity without jettisoning their previous data center investment.

The Cougar 6000 series includes centrally managed and provisioned open storage, a compact and energy-efficient solid-state design, and 64-bit multicore pipelined network processor architecture. For high availability, the NAS gateways offer an 8-node cluster, 32 virtual servers per cluster, eight GigE ports, eight FC ports per filer, and other advanced features

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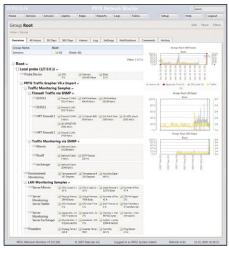


NETWORKING & VPN

August 1, 2008

Cost-Effective Network Monitoring

Effective Troubleshooting With Paessler's PRTG Network Monitor V7



Paessler's PRTG Network Monitor V7 offers an easy-to-use interface for more streamlined management.

ADMINISTRATORS ARE under constant and increasing pressure to troubleshoot and prevent network problems faster, and they need a streamlined solution with an interface that is simple to use.

Paessler's PRTG Network Monitor version 7 is designed to offer admins a cost-effective, easy-to-use method of ensuring network availability that reduces costs and saves time. It's designed to prevent outages, optimize connection performance, and control service-level agreements.

The software offers enhancements to automate network monitoring and reporting tasks, as well as the ability to leverage best practices for optimal configuration and analysis. Features include Auto-Pilot, a feature that constantly scans network segments for new devices and automatically determines device types and configures appropriate sensors for them, and preconfigured device templates that offer alarm and warning limits for standard devices. PRTG 7 also features extended support for more than 30 sensor types to monitor service, analyze network traffic, and track user behavior on the network.

The intended benefits include being able to identify out-of-the-ordinary traffic or usage patterns to quickly learn about the issues and act to resolve them.

Paessler PRTG Network Monitor V7

Starts at \$295 for 100 sensors

Network monitoring software that promises low cost and ease of use

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Hiring Quality **Employees**

Tried-&-True Tactics To Find The Right Person For The Job

by Bruce Gain

MANY ADMINS HAVE SPENT MORE time than they like behind the hiring desk. But while it is usually not much fun, the process of finding the right people is one of the most important tasks managers face, as the staff can make or break an IT department.

Admins have it especially hard because a company's human resources department may not be as equipped to screen candidates as it might be for other fields, such as marketing or accounting.

"Hiring employees is a complex and daunting task, but I proclaim that hiring IT employees is several degrees more complex and daunting," says Michael Taivalmaa, an analyst for Corporate Integrity (www.corp-integrity.com). "First, in my opinion, quality candidates in the IT space are becoming a rare commodity. Second, I have found that many candidates can 'talk the talk' but not 'walk the walk."

Getting the right staff the first time around in the hiring process can pay handsome dividends, measured in costs saved. "It might sound like a lot of work, but it costs companies an average of about \$10,000 to replace an IT position, so it's time and money well spent to ask the right questions of your candidates in hopes of finding a perfect fit," says Susan Snedaker, principal consultant and founder of VirtualTeam Consulting (www.virtual team.com).

According to John Longwell, an analyst for Computer Economics (www.computer economics.com), the hiring process alone represents an essential part of an IT department's total budget, while personnel costs

When a manager makes a hire without consult-

ing the staff and the new person does not work

out, it is often the other staffers who suffer the

most because they work more closely with the

new employee than the manager who made the

Instead, why not get the staff involved in the hir-

ing process from the beginning? "After you have

narrowed the candidates down to your top five or

Most Unusual Tip

hiring mistake.

represent about half of total IT spending in most enterprises.

Given what is at stake, it is thus crucial to get the job done right. Making sure your hiring process is really up to snuff will save a lot of pain—and money—compared to

ments. On the other end of the spectrum, potential candidates who are qualified might mistakenly think that the want ad job description does not apply to them because of overly vague or ambiguous job descriptions. A good way to start the hiring process right is to make sure you have communicated an accurate and clear description of the type of candidate you seek.

"Perhaps one of the most important aspects of hiring IT staff is making sure you fully define the job before you hire [for] it," Snedaker says. "Even if you're filling a vacancy, it's time well spent to review the job requirements and make any modifications."

If several people were hired and then left a position with less-than-stellar success, it is a good idea to make sure that the job's description is not the problem, Snedaker says.

screener from HR with little or no knowledge of IT, all of the sought-after skills and experience might be required before contacting a candidate for an interview. Yet many successful hires bring in candidates who might be comparatively weak in some areas but can offer overall stellar results for the position.

"It's important to assess how important each function is for success on the job," Snedaker says.

For instance, some IT jobs may only involve writing code and interacting with technical staff, Snedaker says. "The skills required for success in this type of position are far different than an IT help desk position where a solid mix of technical and nontechnical communication skills are critical. In our consulting, we use an assessment tool called a Role Behavior Analysis that helps the hiring manager clearly articulate what's needed for success in that role," Snedaker notes. "It helps the hiring manager or HR define the kinds of behaviors, skills, and knowledge that should be assessed during the interview process, and we've found that it dramatically increases the success in hiring the right person for the position."



The perfect candidate has just walked in the door. Perfect, that is, on paper. But before you hire him, you really have no idea whether he will work out. One way to reduce the risks that come with the hiring lottery game is to hire on a contract basis.

"By hiring contract workers, you can then outright hire them if they work out after a given period of time," Longwell says. "That is an approach [enterprises] increasingly [take]."

While the risk of hiring contract workers is that there is a tendency among some enterprises to transform their entire staff into temporary workers, it does work out for many companies as a long-term strategy, Longwell says.

Watch Them Work

Interviewing can only go so far. But at the end of the day, do you really know whether the candidate can roll up her sleeves and get the job done? After narrowing down candidates to a final two, Taivalmaa recommends a more hands-on approach.

"During the interview process, the candidates have been given plenty of opportunity to 'talk the talk,' but now it's time to make them 'walk the walk,'" says Taivalmaa. "If you are hiring a technical position like a network engineer, set up a hands-on challenge and make them do several engineering tasks they are unprepared for," he says.

"Don't make it a pass/fail challenge but a challenge that allows you to analyze how they go about trying to solve the problem," Taivalmaa says. "Of course, completing the task properly and in a timely manner is a bonus. Personally, this is the biggest timesaver for me."



what happens if your next hire does not work out. Experts recommend a few guidelines to help you do that.

The Right Description

Published want ads can often generate hundreds of responses, most of which might not be worth the postage and paper when

the applicants fail to understand the require-

so, do something totally unconventional: Turn the process over to the team who will be working directly with the new employee. As a group, have them interview the finalists," says Michael Taivalmaa, an analyst for Corporate Integrity (www.corp-integrity.com). "Then have them collectively make recommendations as to whom they feel is the most qualified and the best fit for

the team. By involving the team at this level and

degree, you will earn their trust and respect."

job description, so you continually hire the wrong type of person. If you have a vacancy because you promoted the person in that job, think about what made that person successful and ensure it's reflected in the requirements," Snedaker says. "Sometimes someone comes into a job and brings several added skills that are not reflected in the job description, and it might well be that

those skills are worth capturing."

"Sometimes the work you're hiring

someone to do doesn't actually match the

Unequal Skills

Want ads often communicate a long and detailed list of the desired skills that are sought in a candidate. A general network and desktop administrator, for example, might be required to have general Windows desktop support experience, Microsoft Exchange expertise, and a range of the usual fare of admin qualifications mingled with general criteria, such as "strong organizational skills" or "the ability to multitask." For a job

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Consumer Devices In The SME

Continued from Page 1 application management. Gray recommends looking for tools that offer remote access to a device by the IT department because one of the most pressing concerns for data center managers is what might happen if a device is lost or stolen. These types of tools allow for a remote data wipe and keep company information safe.

Another option is outsourcing support, which can be helpful if there are numerous types of devices in the enterprise. "The big benefit to remote support is that if there's a problem, a technician is available," notes Fred King, vice president of sales and marketing at remote tech support firm Plum-Choice (www.plumchoice.com). "Employees don't have to bother IT people at home,

Biggest Immediate Payback

Nearly every device is enterprise-friendly, even the iPhone, but what an SME should choose depends largely on what that specific enterprise needs. Although IT can evaluate devices based on factors such as security features and current cell phone contracts, some of the decision-making can be extended to employees, who tend to be very passionate in their opinions about device types and functionality.

Involving employees in the discussion will also make them feel as if they have a voice and give

them a heads-up that large-scale purchasing might be on the horizon. Creating a poll—and even placing it online through a site such as Snappoll.com or Zoomerang.com—can narrow down feature choices and prevent the kind of opinion sprawl that comes from asking general questions such as, "What kind of cell phone do you like?"

Companies can also create polls after devices are rolled out to keep track of the functionality and features that employees like and dislike.

and there's no lost productivity while they're waiting for an answer to their questions."

Cut Down On Applications

"The more applications you have, the more you have to deal with," says Gray. "It's like anything else—the more simplicity you can create, the better."

Although it will likely be tempting for employees to download a host of applications to their devices, especially the free, fun ones that generate buzz, make it part of company policy that they can only have what IT determines is necessary.

Limiting downloads is a boon to security, but it also helps with management because some free apps might cause interoperability problems with other software or prevent syncing with the company network. This can be especially key when dealing with homegrown applications that weren't designed to pair with a range of other software.

Run Pilot Projects

To determine what will work best within an enterprise, it's usually easier to select a small group of employees that is willing to experiment with different devices and applications. Because they're the ones who will be using the devices out on sales calls or while on the road, they can give firsthand feedback about what doesn't work very well, whether remote support is helpful, or if functionality is acceptable.

Pilot projects work well with a range of users rather than just the most tech-savvy people from the employee pool. For example, handing an iPhone to an employee who doesn't even have a personal cell phone could yield a great deal of information about ease of use, as opposed to giving the device to someone who stays on top of technology and upgrades personal technology frequently.

Also important in a pilot is integrating new applications such as mobile CRM to see how the strategy ports from a PC to a device. For example, asking employees already familiar with desktop-based CRM to input their data into a device can give insight on whether data entry is better done on the PC first and then synced to the device or whether it can work to do database entries from the road.

"Basically, every company has different needs when it comes to devices, and they'll have different levels of support and management available," says Gray. "So take the time to determine what's best for you and for your employees."

The True Costs Of Storage

Continued from Page 1

this change isn't bigger databases and applications but the migration of secondary data into the enterprise's disk environment. "Unless organizations can manage that well and apply appropriate techniques for managing secondary data, as well as their primary data, they can quickly become overwhelmed

Historical Storage Cost Comparison

According to an independent analyst at www .mattscomputertrends.com/harddiskdata.html, here is a chart of historical storage cost data rated by the largest drives publicly available at the time.

Time Period	Drive Size	Cost Per Megabyte
1986	70MB	\$51.30
1991	270MB	\$13
1994	1GB	\$1
1997	6.4GB	9 cents
2000	45GB	7 cents
2003	200GB	2 cents
2008	500GB	1 cent

by the financial burden of maintaining all of the storage. Having a lot of storage actually helps the process, but you have to be careful about how much and what kind of data you have and how you manage it," warns Daly.

Hidden Costs

Historically, prices per storage unit have fallen as capacity has increased. However, this has resulted in a false sense of overall savings. "The real problem isn't the capital expense. Storage has and will likely continue to follow Moore's Law, providing exponential improvements in the cost per terabyte of data storage," says Caswell, who explains that operating expenses account for two-thirds of the storage budget. For him, being able to effectively manage costs associated with maintenance, administration, power, and cooling will provide the most benefit.

Similarly, just the cost of backing up data can represent a sizable portion of operating expenses. Daly estimates that as much as one-third of overall storage costs are dedicated to backup and archival. "Normally, when you ask someone how much their storage costs, it's not something that jumps out as a big operational expense, but it does have an impact on their overall costs. The better you can manage your data, the more you reduce administration costs, which are another 30 to 40% of the life cycle costs."

An often-overlooked cost in storage, Daly points out, is the human factor. "Each time you put a human being in this loop, you're committing a much more expensive resource than all the electronic resources involved. You may not notice the costs because you are paying the people anyway, but the truth is you are adding a significant amount of cost burden to the overall equation. The more you can automate technology and maintain it at a high level so you don't have to add resources, like people, at a low level, those are all things that help reduce costs."

New Approach

In addition to larger drives and optical and solid-state technologies, virtualization is also muscling into the storage arena. There are a variety of ways in which virtualization can help reduce the cost equation when it comes to storage.

Daly explains that virtualized environments allow organizations to approach the overall storage issue from a consolidated view. "When you worry [about] something as diverse as storage, you are going to try to optimize each piece. One thing storage virtualization does is give you a chance to address the problem very holistically," Daly says.

Virtualized storage environments offer a number of options not available with traditional storage. For one, many SMEs don't have the in-house expertise for managing multiple storage technologies. Daly explains the challenges that virtualization can help smaller organizations overcome: "Disks are getting very big at a much faster rate. You can buy a terabyte today, and in the fall, you'll be able to buy one and a half terabytes. The problem is you don't use storage in 1TB pieces, so if you have to manage those physical devices, it's very inefficient to have to do that when your users only

Reducing Storage Costs

According to Bruce Caswell, director of marketing communications at Xiotech (www.xio tech.com), there are a few things you can do now to help reduce your storage costs.

- Reduce storage demands by keeping fewer copies of only what's needed. Technologies such as deduplication will help, but they must be accompanied by well-considered information management and retention policies.
- Reduce capital expense by taking advantage of larger drives with lower costs per terabyte.
- Reduce operational expense with nextgeneration storage systems that include innovative maintenance, administration, and power and cooling technologies.

want 10GB of space with a particular configuration on this enormous drive."

However, virtualization has the ability to both improve and complicate storage. "Server virtualization can improve things by pooling storage resources and simplify the sharing of these resources, but a complication is the inability to track storage allocation and utilization across different virtualization layers. Without global storage reporting tools, storage that is allocated but unused can't be identified, resulting in poor storage utilizations," says Caswell.

SECURITY JULY 25, 2008

Aggressive Non-Delivery Report Spam Combat

SonicWALL's Email Security 6.2 Offers Complete Inbound & Outbound Email Protection

SPAM IS THE enemy of every network administrator; it clogs inboxes, creates unnecessary traffic, and can deliver malware. Although measures at the client level can combat these dangers, preventing spam from reaching desktops is a powerful way to keep your network secure.



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Test & Implement A New OS

Advanced Tactics Can Help Navigate Tricky Deployment Waters

by Christian Perry

STEPPING INTO NEW OPERATING system waters can be a daunting proposition filled with incompatibility sharks, downtime piranha, and vulnerability barracudas. However, when armed with an arsenal of advanced tactics, the process of testing and

implementing a new OS can be a smooth, streamlined event that pulls maximum value from the new system. The following tips can help stock that arsenal.

Create Server Profiles

According to Zaid Al Hamami, operations manager for Canonical (www.canonical.com), one of the most critical steps when deploying a new operating system is the pilot program. He says that a successful pilot depends on a data center team creating a reasonable server profile that matches intended workloads.

"For example, if the data center hosts a large number of Web servers, or is planning to, then a Web server profile must be defined and included in the pilot," Al Hamami says. "Ideally, these server profiles should be used as blueprints to completely automate pilot server provisioning [such as OS installation or deployment]. Servers built according to this server profile can

then be introduced to handle nonmissioncritical services at first and then gradually in more critical workloads."

Al Hamami adds that it is critical to have good, representative server workloads in the pilot, and as the pilot continues and problems are uncovered, the profiles need to be updated accordingly. Further, the solutions to the problems should be docu-

mented because they will help to populate the OS-specific operational knowledge base.

"A comprehensive test suite, when practical, can also be invaluable in automating predeployment testing of server profiles," Al Hamami says. "It is also suggested that the data center partners with the OS ven-



dor, or one of its partners, early on in the project. Get them involved in the pilot. This is especially true for larger deployments."

Push The OS To Its Limits

A new OS implementation can never succeed without a rigorous testing phase beforehand. Michael Duckett, general manager of managed services for Terremark

Amid the excitement and anticipation of deploying a new OS, it's easy to overlook potential security problems.

(www.terremark.com), says all managers should test all standard processes and tools to determine how they'll mesh with the OS. Further, he says that there's nothing more frustrating than rolling out a new OS and realizing you have to revert from automated task execution—and it won't leave a great impression with the staff. Performance testing is also critical.

"Set up a scale lab, load the applications, and performance-test the environment.

Invest in or lease tools that will enable you to push the upper-end thresholds of the OS, as knowing when it will break is as important as making it work," notes Duckett. "It is important that the performance results are compared to current [results] and compared to what was expected from the new OS."

A certain level of performance can be required by the business case for the new OS, but if testing reveals that it won't meet that level, the business case will be thrown out the window, Duckett says.

Identify Your OS Expertise

"Communication, communication, communication, communication," says Eric Linxweiler, senior vice president of solution services for Logicalis (www.us.logicalis.com), who says that by communicating changes early to the affected users, the IT department can take charge of the user perceptions that emerge from a project as invasive as an OS roll-

"With many Logicalis projects, a new technology rollout starts months before the rollout itself with establishing communication plans and training roadmaps and identifying those key stakeholders whose support is essential for the success of the ultimate rollout," Linxweiler says.

Logicalis has four primary project teams (application development, business intelligence, enterprise computing, and unified communications) and one primary support group (managed services). Linxweiler says that the one common element across all of these groups is the expertise within the operating systems the company uses and that this should be a leading indicator for most groups to know the rel-

Biggest Time-Saver

When testing and implementing a new operating system, time is of the essence, particularly considering the scope of the job; the deployment can impact nearly every aspect of the data center. As such, time-savers are invaluable, and Blackmesh (www.blackmesh.com) CEO Eric Mandel suggests replicating as much of your real environment as possible.

"The ideal situation is to buy new hardware for the OS so that you can install, test, and then deploy both the new hardware and the new OS at the same time, [although] this applies very much to Microsoft Windows upgrades and not as much when upgrading Linux distributions," Mandel says. "Also, do not give in to the temptation to perform all of your testing with virtual servers because virtual servers cannot replicate your exact hardware."

Mandel says that virtual environments make great testing beds for applications, but the applications should interact only with the basic operating system functions and not with the actual hardware.

ative importance of a good OS selection and deployment.

Eye On Security

Amid the excitement and anticipation of deploying a new OS, it's easy to overlook potential security problems that can be introduced. Karl MacMillan, director of technology engineering and Linux security practices at Tresys Technology (www.tresys.com), says the IT department should be prepared for users to push it for more flexibility and changes that, at first glance, may appear to compromise security.

"But by fully understanding the security features of the new OS, IT departments can look for those opportunities where they can safely enable new productivity and maintain strong security," MacMillan says. "It is also inevitable that a new OS will impact incident response of all kinds, including security. The IT department must clearly understand how to monitor for security events; deploy policy changes or updates to address security concerns; and in the most critical situations, lock down systems to contain breaches."

The success of the testing phase depends heavily on taking threats and risks identified in the OS selection phase and then constructing tests to determine how to mitigate those risks, MacMillan says, adding that managers should assess security based on the particular environment, similar to how effective performance testing focuses on specific workloads rather than synthetic benchmarks.

STORAGE JULY 25, 2008

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How To Negotiate Pricing With Vendors

Learn To Get The Best Deal For Your SME

by John Brandon

ONE OF THE MANY HATS a data center manager wears is negotiator. Picture the

scenario: In the normal course of a day, in between monitoring network services, configuring a server, and running reports on how applications are performing, a manager suddenly switches gears and must haggle with vendors, read through complex spec sheets and feature lists, and analyze the needs of the business. In meetings and phone calls with vendors, there is often give-and-take as they discuss pricing options, feature comparisons, time to rollout, and other factors. Negotiation is part learned skill, part personality and talent. Yet, in the current economic climate, where companies are trying to negotiate the absolute best pricing that will sustain the business and meet objectives at the same time, negotiation becomes even more vital. These tips will give you a head start in the negotiating room and may even lead to better pricing and terms for products and services.

Create A Vendor Matrix

A vendor matrix helps you get a handle on exactly which features are offered by each vendor

and then determine which vendor has the best pricing strategy. It's usually just a matter of creating a spreadsheet that lists every feature imaginable on the left and then which vendors offer those features on the right. For example, when evaluating wireless service, you might list certain kinds of encryption, range of signal, and throughput as features and then note the spec for each vendor.

Ken Sanders, the general manager at DataSite Orlando (www.datasiteorlando .com), says this matrix should include at guidelines on price and the features offered, you can be more upfront about where you need that vendor to be on price. Using this vendor matrix for each and every service you are negotiating—including network service, server prices, storage arrays, Wi-Fi networking, and even end-user computers—can help you keep track of services and also serves as a paper

trail if upper management starts asking how you determined which vendor to select and what process you used to negotiate the best price.

Start With A Low Price

at Simon-Kucher & Partners (www.simon-kucher .com) who specializes in pricing and marketing strategies, says a key strategy in data center negotiations is to start with a reference point—a low price that you are asking the vendor to beat. He says this is especially true for those in the SME market because vendors may want to start at a high price point when a company is smaller (to make the sale more worthwhile) rather than expecting any massive growth and ratcheting up pricing plans. According to Conrad, it's important to share your growth strategy with vendors—

client who can eventually pay much higher premiums. Starting low, he says, means you can keep negotiating the best price as your company grows and as you require more services from that vendor. As part of this, negotiating longer-term contracts can help lower prices, as well. Most vendors will offer one-year contracts, but you can negotiate terms of up to five years at a low

Start With The Large-Scale Vendors

Even though a company with anywhere from a few hundred to a thousand employees is smaller than an enterprise client, it's still important to contact the larger vendors

Drew Conrad, a partner

they need to know you will be a long-term price.

Biggest Time-Saver

Along with the move to cloud computing

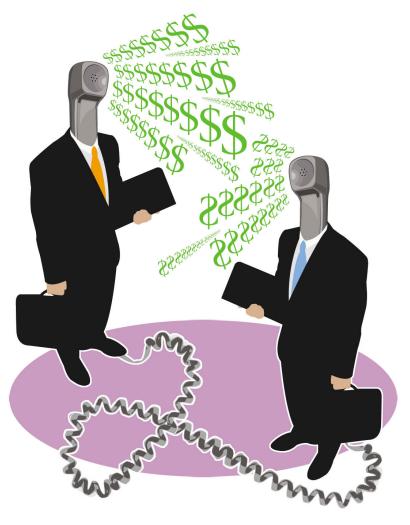
comes an opportunity for data center managers in an SME to look outside company walls for the best pricing. The process of looking for hosted services can be timeconsuming itself, but it's often faster for admins to evaluate services—such as hosting a Web site-and pick the one that matches the needs of the business. "Let the pros handle your public-facing operations," says E. William Horne, owner of computer and network installation company William Warren Consulting. As an example, Horne says, "There's so much capability sitting unused that it's a no-brainer to contract out your Web site and shopping cart functions. Nobody cares where your Web site is located. You can update your site in a matter of minutes, and every Web-design program handles this automatically no matter where the site is located. But trying to do it in-house means carrying responsibilities for backups, emergency power, and redundancy that just don't make business sense."

to see if they offer services to companies in the SME market, according to a source at a large value-added reseller. The reason has to do with how smaller vendors structure their pricing. A very large vendor, such as HP or Microsoft, offers services across many categories, such as storage and servers. The more customers a VAR has, the lower the pricing structure. Yet, a small vendor may not offer a specific service at all and will charge a much higher rate to make back its investment in that category.

Look For "Tariff Niches"

E. William Horne, who owns William Warren Consulting, a computer and network installation company, says one technique in negotiating the best deal is to look for "tariff niches" in your area. There may be loopholes or pricing plans that are available in your area that are not common in other areas. The classic example is choosing to use a DSL connection for a small business as opposed to a T1 because nearby residential customers use the service at very low rates to stay competitive. Often, Internet service pricing is related to which lines are available in your specific area of town.

"In my area of the country, smaller independent telephone companies can provide a T1 (1.544Mbps) line at a sharply discounted price because the ILEC [the Incumbent Local Exchange Carrier, which includes companies such as Verizon] must provide the 'local loop' for a fraction of the normal cost as long as it's used to transport telephone traffic," says Horne. "It's very common to install one or more telephone trunks, combined with data transmission, so that you get the benefit of this tariff at a fraction of the usual T1 fee."



least three vendors. It can help you make an

"apples to apples" comparison and provides

leverage when you start discussing prices.

Sanders says you can mention your budget

to a vendor, but once you have the basic

It's important to share your growth strategy with vendors—they need to know you will be a long-term client who can eventually pay much higher premiums.

-Simon-Kucher & Partners' Drew Conrad



SECURITY

STORAGE JULY 25, 2008

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Other new features of Amanda Enterprise include online backup support for Microsoft SQL Server, Microsoft Exchange, and Oracle databases and protection for Windows Active Directory. The software can restore a variety of hardware and virtual environments and uses Microsoft's Volume Shadow Copy Service to ensure reliability during hot backups so data access won't be impacted.

Amanda Enterprise supports a variety of backup media and methods. Data and archives can be stored on disks, tape, optical devices, or online storage services. The Department of Homeland Security has certified it is free of security defects.

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JULY 25, 2008

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DATA DESTRUCTION and green recycling efforts are often at odds with one another. Now, thanks to the new D3eraSE service from D3 (Digital Data Destruction Services), IT managers have another option for securely destroying data without permanently destroying the media on which it is stored.

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RPC 14

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RPC 18

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- Multiple Voltage Outputs
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- SNMP Traps
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- NEW! Linking for Smart CDU (Expansion Modules)



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PHYSICAL INFRASTRUCTURE



RPC 22

24 Receptacle Remote Power Monitoring & Distribution

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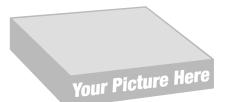
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PRODUCT OF THE WEEK

Easy Automation

Dorado Software's Redcell OpsCenter Focuses On Ease Of Use

by Robyn Weisman

EACH YEAR, A GREATER PERCENTAGE of the average IT budget is spent on maintenance because most IT departments keep accumulating more and more "stuff," says Jim Metzler, principal at technology research firm Ashton, Metzler & Associates (www.ashtonmetzler.com). Application delivery, network encryption, or intrusion detection software, among other things, all have to be maintained. "It's not that one more firewall will be the straw that broke the camel's back, but as more of the budget is spent on maintenance, there becomes fewer resources to do anything new," Metzler says.

That's why Metzler finds Dorado Software's Redcell OpsCenter so exciting both as a product and as a concept. Because



PRODUCT OF THE WEEK

DORADO SOFTWARE REDCELL OPSCENTER

Description: Redcell OpsCenter is a oneconsole, one-database system that provides end-to-end management of your entire IT infrastructure.

Interesting Fact: Dorado Software has been the OEM for Dell's OpenManage Systems Management offering for almost five years. Mike Grote, vice president of product management at Dorado, says that Dorado has learned a lot from its partnership with Dell, particularly in Dell's focus on ease of use, and this knowledge has been instrumental in making Redcell OpsCenter such a flexible, easy-to-use product.

(916) 673-1100 www.doradosoftware.com OpsCenter centralizes IT infrastructure

management through a central console, automating processes becomes a snap. "At the end of the day, computers and software do a better job of managing processes that often take a millisecond than humans staring at a screen," says Metzler. "The biggest challenge is letting go and trusting the [product] to do this, which is a systemic issue regarding human nature."

True IT Convergence

Mike Grote, vice president of product

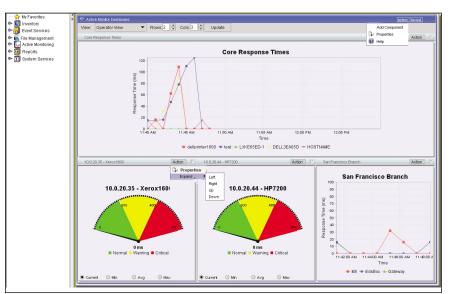
management at Dorado Software (916/673-1100; www.doradosoftware.com), says that most applications typically target a single aspect of an IT infrastructure, such as networking, systems management, or storage. Moreover, the vendors supplying these applications usually target a single issue within this realm, be it network monitoring, network configuration, or network discovery.

Such a setup becomes increasingly unfeasible for the average SME, which may have three IT personnel who must wear a number of different hats to manage the company's infrastructure. Instead, the average SME IT department may be better served by a consolidated setup that likewise can handle all of the different processes in a simple and organized manner. "We created OpsCenter because most vendors don't do [a] good job of consolidating [these processes] into one database that can be reported on, alerted on, create processes around, track inventory, and so forth from a capital non-IT perspective," says Grote.

In contrast, Redcell OpsCenter is a scalable, one-console CMDB (configuration management database) system designed to manage an entire heterogeneous multidimensional IT environment, both physical and virtual. OpsCenter uses open technologies and a Java-based system that may be deployed onto any platform in which a

customer has already invested. Moreover, OpsCenter integrates into existing systems via Web services and XML and uses processes an end user already has set up in his current environment that can be scaled as a business grows, says Grote.

According to Grote, even big-ticket competitors use federated databases that typically require another product to get access to data should you need to do consolidated reporting. "Since we use one database and



Redcell OpsCenter's Active Monitor Dashboard offers a clear, easy-to-follow view of information about your IT infrastructure.

one configuration management system on top of that database, we can say . . . that [OpsCenter] knows the infrastructure and end-to-end IT all the way from a server and application, all the way through to the storage device through the network," says Grote.

And should you learn of issues through OpsCenter's event and passive monitoring capabilities, OpsCenter knows where the problem is, what services are being affected by the problem, and what additional issues may arise based on the connectivity through the problem, Grote points out. "Our key differentiator is that [OpsCenter] provides one console for consolidated visualization and management of your complete IT infrastructure," he says.

Functionality At Your Fingertips

OpsCenter installs using a standard shield installation, much like a garden-variety Windows application. Its Quick View screen enables end users to view all their assets within their network environments and determine the ways in which these assets interconnect. Grote says that after the initial steps of deployment, a junior IT administrator can run the software. At the same time, more experienced IT professionals can take advantage of its granular capabilities to set up customized systems that fit their unique environments.

OpsCenter's capabilities revolve around monitoring, health, availability, and performance, says Grote. Proactively, OpsCenter can poll the environment using multiple methods and scripts to look for particular areas of health performance and to see whether a system device or service is running at the required level. It also passively monitors the environment by listening for SNMP v1, v2, and v3 traps and looking at payloads. OpsCenter also has strong

customizable reporting capabilities that notify users through alarms and notifications via email, pages, and other methods. OpsCenter's ability to automate so many different processes frees up IT resources (both human and financial) to tackle new projects.

"Dorado's forte [has] been managing large networks around the world [such as] BT, AT&T, Telecom New Zealand, Sprint, and Verizon and deploying services that [these companies] can make money on," says Grote. "We've taken those service provider processes and integrated ideology from the large enterprise space to the

SME at a price point this target segment can afford."

OPTIONAL ADD-ON APPLICATIONS:

Dorado Software (www.doradosoftware.com) offers three optional plug-ins that integrate seamlessly with Redcell OpsCenter's CMDB and console and offer supplemental advanced configuration capabilities to enhance OpsCenter's feature set. All three have an agentless architecture. They are:

- Redcell System Commander, which provides deep real-time device configuration management for multivendor environments;
- Redcell Network Commander, which provides configuration file management, change and compliance management, one-to-many device configuration, and firmware and OS management; and
- 3. Redcell Storage Commander, which monitors and integrates a network environment's storage system, including legacy systems, on its own terms and in relation to the rest of the network.

SECURITY JULY 18, 2008

Easier Database Monitoring & Auditing

Tizor Systems Mantra 6 Helps You Reduce Risk & Regain Control



Most companies do not have a complete inventory of their databases or the types of data that exist within them. This lack of visibility creates risks that could lead to insider abuse, data breaches, or failure to

pass a compliance audit. Tizor Systems Mantra 6 enables enterprises to regain control of critical data, IT budgets, and personnel resources.

Mantra's architecture balances technically sophisticated analytical capabilities with an intuitive user interface and easy-to-use policy language. Mantra 6 features

include automated discovery for finding databases and specific classes of sensitive data; session termination for blocking unauthorized or suspicious database activity; and drag-and-drop policy creation for the fastest and easiest implementation of data auditing for risk mitigation.

Mantra 6 automates discovery tasks, quickly finding and classifying databases and the data within them to provide unprecedented visibility into the location of data assets, type of data assets in use, and potential risks to those assets.

Mantra's policy language allows technical or nontechnical users to create detailed compliance and security policies without the long learning curve typically associated with these tools.

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Product Releases

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CLIENTS

- Lenovo announced its integration of Intel Anti-Theft Technology in an effort to help customers address the growing demand for notebook protection and security among business users. Lenovo's next-generation ThinkPad notebook PCs, scheduled for release later this year, will include built-in security capabilities based on Intel Anti-Theft Technology. Intel Anti-Theft Technology is a set of security building blocks that will enhance and facilitate ThinkPad notebooks' security features by allowing customers to remotely disable access to end-user data or disable the PC if the notebook is stolen or lost.
- Talend has introduced Talend Data Quality, which mixes data integration, data profiling, and data quality in an open-source suite. Talend Data Quality recognizes bad data, such as nicknames, duplicate records, and shortened street addresses, and then amends them with reference information from providers such as the U.S. Postal Service. The key features to Talend Data Quality include data profiling and data identification, which allow organizations to understand the past and present states of their data quality to find improvements or degradation of the data over time and find both high- and low-quality data on a recordby-record basis. Talend Data Quality also includes data cleansing and data enrichment.

Messaging & Telephony

- Discovery Attender for Exchange version 3.0, an application that automates the search and collection of PST files, Exchange mailboxes, and public folders, is now available from **Sherpa Software**. The software is designed to increase search performance by 25% and increase the level of detail in collections with enhancements to Pattern Matching. Other new features include results indexing, improved templates, MD5 hashing, and automatic labeling. Further enhancements include the ability to track down conversations between senders and recipients, an updated search wizard, and expanded retrieval of metadata fields.
- Tandberg recently demonstrated the company's HD PC videoconferencing technology. Business-quality videoconference calls at 720p30 resolution were shown using a Tandberg PrecisionHD camera operating on an Intel Mobile Core 2 Quad laptop running Tandberg's Movi software. The Intel Mobile Core 2 Quadpowered laptop also ran other applications while simultaneously engaging in HD PC videoconference calls. Movi, Tandberg's business-quality PC videoconferencing solution, enables teleworkers, transit commuters, remote workers, and business travelers to participate in face-to-face meetings and conversations. Movi is based on videoconferencing industry standards, making it possible to connect people with co-workers using any standards-compliant

telepresence, conference room videoconferencing, or executive desktop video systems. Look for Movi to be available early next year.

NETWORKING & VPN

- Adtran has announced its line of Net-Vanta switches made for a variety of SME applications such as Gigabit PoE (Power over Ethernet), power conservation, and wireless controller capabilities. The new platforms include the NetVanta 1534 PoE, which has 26 ports and supports 802.3af and legacy PoE; the NetVanta 1238 PoE, with a 48-port and Layer 2 switch; and the 1234 PoE, a 24-port switch. Each switch category also has a version without PoE support.
- Citrix has announced its application virtualization solution, Citrix XenApp 5. XenApp 5 starts up to 10 times faster and can be used with Citrix XenDesktop to centralize applications in the data center and deliver them as an on-demand service to physical and virtual desktops. XenApp 5 can lower application management costs by more than 25% because IT can detect and prevent potential performance issues before they occur.
- Firetide has released Firetide WLAN Controller, a device that facilitates a singleinterface network-wide management and control of Firetide access points. The WLAN Controller is part of Firetide's comprehensive Wi-Fi access package; other components include HotPoint access points, HotClient customer premises equipment, HotView network management system, and Firetide Mobility Controller for client and infrastructure mobility. The controller is designed to work at the edge of the network so that bandwidth is saved for critical management traffic. Features include radio power management, Wi-Fi coverage mapping and gap analysis, policy and user management, and AAA functionality.
- SoftLayer has announced its routing solution, Anycast DNS (also called IP Anycast Routing), which is free to all customers using SoftLayer's DNS servers. Anycast DNS allows multiple server destinations to share the same IP address and routes IP requests to the best destination. Anycast DNS increases uptime, offers opportunities to increase traffic flow, improves network performance, and maintains service redundancies.

PHYSICAL INFRASTRUCTURE

- Panduit announced the Panduit Permanent Identification System, which is designed to provide lasting toughness and legibility for identification of pipes, conduits, cables, and equipment. Stainless steel and aluminum marker plates are included, along with tags, marking tools, and ties designed to be dependable, enhance productivity, and boost workplace safety. The Panduit Permanent Identification System features a PES (Portable Embossing System), allowing users to emboss stainless steel and aluminum marker plates quickly on demand.
- Tripp Lite has announced the latest version of free PowerAlert software for enterprise management. The PowerAlert Network Management System utilizes a single interface to monitor 250 UPS systems and PDUs. PowerAlert Network Shutdown Agent works alongside the PowerAlert Local client to detect when a host computer needs to shut down due to a delay. Additionally, PowerAlert Local responds to changes in UPS conditions by commanding the computer to perform specific actions. Through the PowerAlert Go to Page 18

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Product Releases

Continued from Page 17

Management System, a user can apply the functions of the console to reboot equipment, control outlets, customize startup/shutdown, and mass configure notifications. PowerAlert supports Windows and Linux.

SECURITY

■ Barracuda Networks introduced a firmware update to its Barracuda Spam Firewall to include the Invalid Bounce Suppression feature, which differentiates valid NDR (Non-Delivery Report) messages from invalid ones, which are common in spoofing attacks. Invalid Bounce Suppression works by tagging the sender addresses of all outgoing messages passing through the Barracuda Spam Firewall. The tags are encrypted and feature built-in expiration dates. If the bounce recipient address doesn't have a tag, the NDR message won't



be delivered. The latest Barracuda Spam Firewall also includes policy rules for character sets used in emails and attachments, reverse DNS resolutions of sending email servers, and full URLs (including query strings) embedded in emails. Barracuda Spam Firewall firmware release 3.5.12 pricing starts at \$899.

■ Check Point Software Technologies announced the latest version of its Check Point Endpoint Security, a single agent for endpoint security that includes a firewall, network access control, program control, remote access, antivirus, antispyware, full

disk encryption, and media encryption with port protection. Check Point Endpoint Security R70 now features a revamped user interface, as well as a single client interface for all local endpoint security administration, a unique distribution utility, and support for Windows Vista.

Check Point Software also launched the latest iteration of its ZoneAlarm Internet Security Suite, ZoneAlarm Pro, and ZoneAlarm Antivirus software packages. ZoneAlarm Internet Security Suite 8.0 features a redesigned and easy-to-use interface and other features, such as Early Boot Protection, Rootkit Protection in the OSFirewall, daily credit report monitoring, and a revamped Identity Protection Center. ZoneAlarm Internet Security Suite 8.0 is available starting at \$49.95. ZoneAlarm Pro and ZoneAlarm Antivirus are available starting at \$39.95 and \$29.95, respectively.

■ Comodo announced SecureEmail version 1.0, software that features PKI-based technology to enable the encryption and digital signature of outgoing emails. SecureEmail is designed to assure recipients that email hasn't been tampered with during transmission. It can be deployed with either Comodo or third-party SSL certificates, and the software provides full integration with Microsoft Outlook, Mozilla Thunderbird, and other S/MIME-capable email clients. A built-in wizard allows users to download and set up a free Comodo email certificate, which helps companies automate the digital certificate acquisition, distribution, signature, and encryption processes. SecureEmail also features tools to help companies comply with HIPAA, Sarbox, GLBA, PCI, and the UK Data

Protection Act. The software is available for both 32-bit and 64-bit versions of Windows XP and Windows Vista.

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■ StoredIQ has released StoredIQ V4.6, which enhances its platform integration support and eDiscovery operations intended to boost the efficiency of IT and legal teams working within the eDiscovery life cycle. With StoredIQ V4.6, users can include unstructured data as records in the most current version of EMC Documentum and position that information under litigation hold. StoredIQ V4.6 also allows users to add, recover, and control data within Microsoft Exchange 2007 and SharePoint 2007. Additionally, eDiscovery features were improved by enhancing query report analytics and adding the ability to collect further email server items, such as tasks, contacts, calendar items, and notes.

SERVERS

■ Verari Systems added the SB5168XL DataServer to its line of blade-based hybrid servers and storage systems. By integrating an Intel Xeon 3000 series processor and 10Gb Ethernet connectivity, the SB5168XL DataServer functions as a low-cost yet energy-efficient server designed for increased performance. This new Verari System server includes a SB1168XL server blade and up to two SB1056XL disk blades. Additionally, the high-capacity disk blades are designed for enterprise storage, intelligence, video streaming, and general computing. Businesses that are going green can use the SB5168 DataServer to save power and space by reducing bottlenecks and minimizing floor space.

STORAGE

■ CRU-DataPort released a line of highspeed and high-capacity SAS/SATA enclosures. Available in 2- and 4-bay enclosures, customers can choose between DataPort 10, Data Express DX115, or Data Express DE110 removable drive carriers. Each drive carrier is compatible with 3.5-inch SAS or SATA hard drives, and it supports max transfer rates of 3Gbps. The enclosures' 4-Port Host Connector also provides up to 24Gbps aggregate, bidirectional throughput for SAS drives. The enclosure supports RAID configurations, including RAID 0, RAID 5, and JBOD. For cooling, each CRU SAS/SATA enclosure features low-noise cooling fans assigned to every removable drive. Drives connect to the host via a single 1-meter InfiniBand Multilane 4x SAS/SATA shielded bundled cable, sold separately.

■ DataCore has updated its SANsymphony and Traveller CDP (continuous data protection) add-on. SANsymphony is an enterprise-class, open-storage networking platform that offers manufacturer-independent SAN-wide services aimed at virtualizing storage and meeting the requirements of large-scale SAN infrastructures and enterprise storage management. Traveller is recovery and time-shifting software that lets SANsymphony-based systems use or recover virtual machines or data by restoring systems to a previous good state. The enhancements include new 8Gb Fibre Channel SAN support, faster CDP and replication, improved usability, better thin provisioning monitoring, live data-migration services, and better virtual server integration.

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Messaging & Telephony

JULY 18, 2008

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3CX Phone System comes in four editions, all supporting an unlimited number of extensions. The Free edition

can handle eight simultaneous calls; the Small Business edition supports up to eight; the Pro up to 16; and the Enterprise up to 32. Commercial editions have an extensive feature set, and call capacity can be expanded with upgrade packs.

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Product Releases

■ New RAID systems with 450GB SAS hard drives are available from **Dot Hill Systems**. The high-speed 15,000rpm drives are ideal for database and OLTP (online transaction processing) applications, the company says. At the same time, the new capacities available pose lower costs per gigabyte. The new SAS drives are available in Series 2000 and 5000 systems. New Fibre Channel drives in 450GB capacity will be available soon for the company's SANnet II FC arrays.

■ EMC has released its EMC Celerra NX4. which the company says serves as the new entry point in its EMC Celerra series of unified storage systems. EMC states the NX4 is the most cost-effective entry-level storage platform now available based on the ability to deploy it in NAS, iSCSI, and Fibre Channel SAN situations. The NX4 is aimed at small to medium-sized enterprises, as well as remote offices wanting to consolidate distributed file servers and storage onto one platform. The NX4 features a configuration time of less than 15 minutes through the use of Startup Assistant software. Additionally, Central Manager software includes wizards and automated volume management tools. SnapSure software provides instant data protection that provides read-only and readwriteable logical point-in-time copies of data suitable for data recovery and online backups. EMC states the NX4, which is based on CLARiion AX4 system architecture, supports up to 60TB and is configurable with up to 60 SATA drives or SAS drives.

■ NTP Software Storage Billing system 4.0, a cross-platform tool for managing unstructured data, is now available from NTP Software. New features of this latest version

of NTP Software Storage Billing System include support for the EMC Celerra platform, as well as automatic cost differentials for tiered storage. By leveraging Celerra, users can use a single set of policies to calculate and bill storage across multiple environments, even if it's configured as NAS, SAN, or DAS. Users can also automatically calculate storage costs for user communities, and the Financial Modeling feature lets customers design hypothetical scenarios to help them make predictions for future revenue.

■ Tandberg Data now has a 500GB cartridge for the company's RDX QuikStor drive available for \$499. Meanwhile, new RDX FileKeeper software, included with every RDX QuikStor, offers immediate backup of all system and application data on the fly. Both products aim to help SMEs maintain rugged backups of critical data that too often goes unprotected.

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■ Western Digital has released 750GB and 1TB WD RE3 SATA hard drives that join the company's WD RE family. The drives are aimed at server and storage application uses and combine 32MB of cache and enhanced vibration and shock tolerance with new electronics that WD states increase performance. The drives include better reliability features, which help protect the data stored on the drives and help the drives run cooler and quieter than previous generations of enterprise drives. The drives offer an MTBF (mean time between failures) of 1.2 million hours, NCQ (native command queuing), and TLER (time limited error recovery), as well as Stable Trac (a motor shaft secure feature), dual processors, RAFF technology for drive monitoring, IntelliSeek technology, multiaxis shock sensor, and other features.

SECURITY JULY 18, 2008

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Imperva SecureSphere Web Application Firewall Helps Businesses Protect & Monitor Sensitive Data



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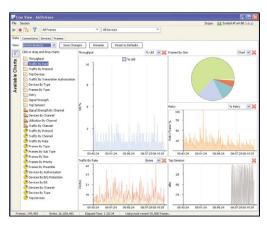


NETWORKING & VPN

JULY 18, 2008

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Live View uses charts and graphs to show network activity.

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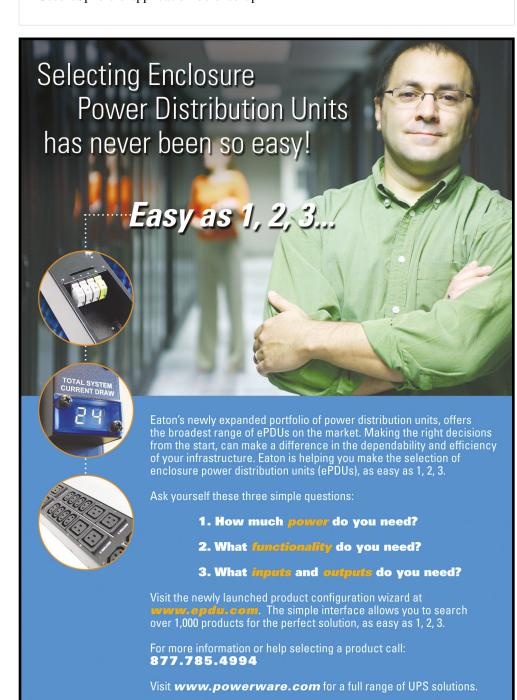
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NETWORKING & VPN

JULY 18, 2008

Super Network Management

Entuity's EYE Can Increase Effectiveness & Productivity



At a glance, IT staff can view the status of the network from the Eye of the Storm dashboards.

TO DRIVE PROFITABILITY, today's networks must offer configurations and architecture that support a broad range of initiatives for business service management and service delivery. Entuity's Eye of the Storm (EYE) is a network management tool that dispenses the information IT operations personnel need to sustain real-time business imperatives, optimize the capacity and performance of network resources, and support the variety of operating systems within an organization. The newest release, EYE 2008 Service Pack 2, adds a number of features.

EYE 2008 SP2 includes support for current heterogeneous devices, including the Cisco SSL Proxy module and client

support on Windows Vista. To help network managers and architects visualize and author network topology in a geographical content, the new EYE software suite includes an EYE Connectivity Viewer to add background images and export maps in Microsoft's Visio format. The new features let IT staff superimpose network models or troubleshooting diagrams over maps or schematics.

EYE 2008 SP2 also features expanded router protocol awareness that lets EYE automatically discover HSRP-active routers and their peers, collect performance data, present reports, and deliver alerts on operational anomalies and thresholds. The real-time reports and alerts let IT staff proactively optimize the operation of high-availability networks. With scriptable device renaming, EYE 2008 SP2 helps automate workflows to fit the strategies of network admins and power users.

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OPINIONS

INFO-TECH • INSIGHT

What The Customer Wants Or What The Customer Needs?

At a recent trade show, I stopped at a booth displaying LED lights. In speaking with the representative, I mentioned that the lights seemed quite dim. His response was immediate and defensive: He stated that "Most homes are more brightly [lit] than necessary."

This is probably a true statement, as I know my own house is often lit much more brightly than it needs to be. I pointed out to the "LED Man" that people are used to having plenty of light. He was adamant that they need to change. I don't hold out a lot of hope for his firm.

The reason is pretty simple: The product might provide what people need, but it clearly doesn't provide what people want or to what they are accustomed. This product is asking users to change their current habits to match the technology. As for me, I find brighter light allows me to read more easily without reading glasses. These LED lights would not be an option for me even though the energy savings could be substantial.

Change Isn't Simple

There are many cases where a product or idea doesn't quite match the wants of end users, although it may actually meet their needs. Another example is an ergonomic keyboard product with which I was involved a decade or two ago. The designer had done extensive research on the different key positionings available. Based on this research, he decided that his keyboard

should use a more ergonomic layout than the standard QWERTY.

I was asked to develop marketing plans for this adjustable ergonomic keyboard. My first recommendation was a return to the QWERTY layout. While I agreed with the conclusion that this was not the most ergonomic positioning, I also knew that the market for alternative layouts was miniscule, at best. The compromise was to allow users to move keys for alternate layouts. So far as I know, no one actually used this option.

Would users have been better off with a different layout? Yes, definitely. The

issue was that virtually no one had been trained on these alternative layouts, and we would have been asking the user to change to match the technology. That rarely happens.

The same is true of many different technical products. The original Apple Macintosh did not have any cursor keys, for example. This eliminated customers such as touch typ-

ists who used terminals and early PCs for word processing. These users preferred cursor keys to move around the screen (usually back one or two characters to make a correction and then forward again) rather than:

- Taking a hand off of the keyboard
- Finding the mouse

- Moving the cursor to the insertion/correction point
- Repositioning the hand on the keyboard to make a correction/insertion
- Taking the hand off the keyboard again
- Finding the mouse
- Moving the cursor to the original position
- Repositioning the hand on the keyboard to continue typing

This was an omission of both what users needed and what they wanted. When I evaluated the unit some six months before the introduction, I pointed out this flaw (and others) to Apple management. The response was that the user interface was superior enough to hide these issues. For those that don't remember, the original Mac nearly put Apple out of business.

A more recent example is a SOHO firewall and security system that I received. It

WILLIAM TERRILL

William Terrill is an associate analyst

spent more than 30 years in IT, Terrill

has extensive experience as a software and

hardware developer, development manager,

systems analyst, technical product manager,

with Info-Tech Research Group. Having

sure that the unit was properly set up. Changes would require moving it back to the original position, changing parameters, and then moving it again. During this procedure, the whole network would either be disconnected from the Internet or unprotected. SOHO users rarely have either the time or the expertise for such a complicated procedure. Again, there was clearly no interaction between the product development team and potential customers.

Talk To The Customer

Many enterprises often come up with what appears to be a good idea. Unfortunately, that new product or service sometimes requires changes in customer habits for the product to be a success. Knowing what changes are advantageous and likely to be accepted means talking to customers and understanding what they want and

what they need.

Any good product management and development organization must understand that engineers are not necessarily going to be end users. Find and work with real potential customers during planning and development. The time to do it is in the earliest stages. Listen to their concerns and suggestions. Once a product goes into manufac-

turing, it is far too late to start asking for feedback because the feedback mechanism now happens (or doesn't happen) at the cash register.

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was clearly designed by engineers for engineers. Installing the unit required connecting it between the PC and Internet connection. Once configured, the unit was disconnected and placed between the WAN router and internal network. Until it was placed into the final configuration, there was no way to be

and technical analyst.



BOOK REVIEW

A Tool Kit For Team Building

Book Offers Tips & Tactics For Forming & Maintaining Workplace Teams

by Chris A. MacKinnon

WHAT'S AN ORGANIZATION without a good team? An organization that wishes it had one. Good teams don't come easily, but with the proper team management ingredients and the right people for the job, your organization can have the perfect recipe for success.

In her book "The Team-Building Tool Kit: Tips and Tactics for Effective Workplace Teams," Deborah Mackin explores and defines what it takes to create and maintain effective teams. It doesn't matter if your organization is for-profit or nonprofit; this book is written for any type of team. But if you're wondering where to start to change your enterprise into a flexible, streamlined organism, begin on page one.

Chapter Breakdown

This book is nicely broken down in to seven logical chapters. The first chapter, "Getting Started," centers on the importance of great leadership in teams. Mackin says that team building has to start with team leaders who require and encourage employees to operate in teams. She says that the No. 1 cause of team failure is a lack of leadership support. In this chapter, she also breaks down team types in to

multifunctional, taskforce (cross-functional),
improvement, and selfdirected work teams.
Mackin also discusses
team essentials in the
first chapter, including
the basics of team functioning, how to assign
team roles, and why
some teams ultimately
fail.

The second chapter is all about team meetings—more specifically, agendas, meeting roles, and team structure and facilitation and how to handle specific team meeting issues. Mackin also says that meetings can either be productive

or a considerable waste of time. She mentions some of the problems that often occur in poorly run meetings.

The next two chapters, "Team Behavior" and "Team Accountability and Decision Making," discuss team conflict management, conflict resolution protocol, common issues in group behavior, and the best team decision-making behaviors that any team can exhibit. In the latter chapter, Mackin



The Team-Building Tool Kit: Tips and Tactics for Effective Workplace Teams

Author: Deborah Mackin

Publisher: AMACOM

Price: \$17.95

Format: Paperback, 240 pages

also addresses the issue of what impairs team decision making.

One of the biggest jobs for any team is problem solving. Chapter five looks at the processes and tools involved in problem solving in a team setting. This chapter digs in to problem-solving skills and approaches and also includes a number of tips for problem solving. And what is a good team without proper scoreboards and performance assessments? Chapter six answers this question by looking at team measurement systems and how to share measurement feedback. Mackin says one thing that orga-

nizations need to learn is what strategies they can use to handle negative feedback. The worst thing to do in a team environment, she says, is to ignore negative feedback. Dealing with negative feedback fosters a winning team.

The last chapter, called "The Teaming Road Map," discusses the process of bringing about team transformation in order to be a successful team. In the chapter, teams learn how to initiate, plan, execute, and control the teaming process.

Helpful Figures

Readers may also appreciate this book's format. It includes tons of organized lists and figures to illustrate and exemplify common functions and procedures in a team environment. The book also includes many sample forms and logs used in real team environments. And what is a great book without a spot for readers to make important notes along the way? Mackin also throws this in, so readers can jot down key points from throughout the book.

If your workplace is not a high-performance, team-based culture, consider picking up a copy of this book to find out how to get it there. After you read this book, you'll be better prepared to turn any team into a well-oiled machine.

KEY CONCEPTS

Teams can sometimes get sidetracked. This book details the steps toward not letting this happen. This book will help any team of any size to function effectively and become a high-performance unit. This second edition complements the first edition with new sections on team accountability, decision making, and problem solving.



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Messaging & Telephony

JULY 18, 2008

Complete Email & Collaboration Server

PostPath Ensures Ongoing Service In The Event Of A Failure



PostPath Server High Availability Edition v2 is a drop-in alternative to Microsoft Exchange.

POSTPATH SERVER HIGH Availability Edition v2 is a complete email and collaboration server that is a drop-in alternative to Microsoft Exchange and incorporates multiple measures to ensure ongoing service in the event of a failure in the underlying hardware or network systems. It consists of a multiserver bundle with one or more instances of the primary PostPath Server that act as the mailbox email server(s) during normal operation, plus a redundant server to take over in case of primary server failure.

The PostPath Server uses a "continually consistent" file-based data store. By exploiting the performance and capabilities of native server file systems, PostPath

Server enables the use of the open and standards-based high-availability tools leveraged in PostPath Server High Availability Edition v2, simplifying the implementation and management of email services.

New features to version 2 expand the number and types of high availability configurations supported. These include the choice of shared or replicated storage configurations, on or offsite redundancy configurations, synchronous or asynchronous replication configurations, virtual HA support, the ability to configure hot or cold failover, and support for Web mail and mobile devices.

PostPath Server High Availability Edition v2 is the latest addition to the PostPath Server family, a line of email servers that are network-protocol interoperable with the Exchange ecosystem.

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Cloud-Based Email

Developing Technology Offers Sunny Skies To SME IT Departments

by David Geer

SMEs AGREE that email management—including server maintenance and upgrades, storage, and archiving—is a necessary evil. Providing and maintaining their own email infrastructures costs time and money and turns IT's attention from the primary business.

That's part of why Gartner predicts that email using a cloud approach will grow from 1% of the market, where it is today, to about 20% of the market by 2012, according

Cloud Email & Collaborative Tools

Many cloud email offerings come as part of online collaboration tool packages. Here's what an SME might expect or want to look for when considering a vendor, based on input from our sources.

- Calendars that synchronize with popular software such as Microsoft Exchange or Outlook and make sharing calendars across a user base easy and efficient.
- · Project management tools
- · Contact management tools
- Word processing
- Internet telephone
- Web conferencing

to Matt Cain, research vice president at Gartner. Small companies, which have had the worst economics for premises-based email, will get the most out of moving their mailboxes into the cloud, Cain explains.

Email Clouds Are Forming

Cloud-based email is growing. Consumer email services from vendors such as Google, Yahoo!, and Hotmail have 200 million-plus active users, according to Cain. A clear victory in the consumer market has vendors reasoning that they will be successful with commercial email, as well.

The attraction, especially for SMEs, is saving money and offloading the management headaches of an onsite mail server onto a cloud service provider. Management is a big part of having an onsite mail system. Keeping up a server, preparing for disaster recovery—these things have fixed costs. "Those fixed costs are much higher for SMEs because they are spreading it out over a limited, fixed number of seats," says Tyrone Pike, founder and chief executive officer of Cemaphore (www.cemaphore.com), a provider of email continuity and Exchange migration based on cloud email. "If they are going to roll out Exchange for 300 users, for example, their unit cost is going to be pretty high," Gartner's Cain agrees.

Part of that cost is staffing an Exchange expert to manage that server. SMEs require that expertise to make upgrades. "Companies with 500 users are struggling with upgrades to Exchange 2007 because it's a

64-bit model; it's got new compliance elements and new high availability, disaster recovery, and storage topologies and features," says Cain. SMEs may not be able to afford that expertise, and they probably don't just happen to have someone who can do that. "That leads them again to the hosting (cloud) model," says Cain.

Email Management Metamorphosis

Cloud vendors are starting to offer SLAs (service-level agreements) for cloud email to ensure reliability, says Pike. As for options, SMEs maintain control over mailbox provisioning and other features while sending responsibility for server and infrastructure management into the cloud. It's up to the customers which advanced functions they would like to have access to, according to Rishi Chandra, product manager for the Google Apps Enterprise Edition at Google Enterprise (www.google.com/enterprise).

For user provisioning, for example, enterprises plug their LDAP servers into the cloud using APIs, or they use the service's administrative console to provision users so they don't have to use administrative interfaces, Chandra explains. SMEs have the option to deprovision mailboxes and archive email via a Web platform, as well, says Pike.

With cloud email, enterprises preserve their domain names and maintain other features such as support for POP or IMAP email, according to Farzin Arsanjani, president of HyperOffice (www.hyperoffice.com). Additionally, cloud email vendors are supporting mobile devices and offering other features to address customer demand, says Max Hoberman, president and creative director of Certain Affinity (www.certain affinity.com), the video game developer behind Halo and a cloud email customer.

Impact On SMEs

SMEs have no additional time or resources to invest in email infrastructure,

When SMEs Manage Mail

"Managing an email server is not an easy task to start with," says Farzin Arsanjani, president of HyperOffice (www.hyperoffice.com). For SMEs at the crossroads of choosing between in-house and outsourced email, here's what they have to look forward to when maintaining their own server.

- 24-hour support. "Email is an application that is used almost every minute of the working day by every employee—and after hours," says Arsanjani.
- Keeping up with the evolution of the technology. SMEs must keep pace with new email technologies that come online, Arsaniani adds.
- Dedicating certain staff members exclusively to email.
- The potential for server abandonment. "Because SMEs don't have the resources, because they often don't have the time to take care of it, the server becomes abandoned, plagued with spam and viruses," says Arsanjani. The SME's primary business starts to take off, and they have to make a choice. The only clear choice is for the business over the email server.

according to Chandra. With cloud email, they don't have to make those investments. The cloud reduces complexity and enables them to provision hundreds of accounts in literally no time. "That's a huge value proposition for small companies that don't have any time," Chandra says.

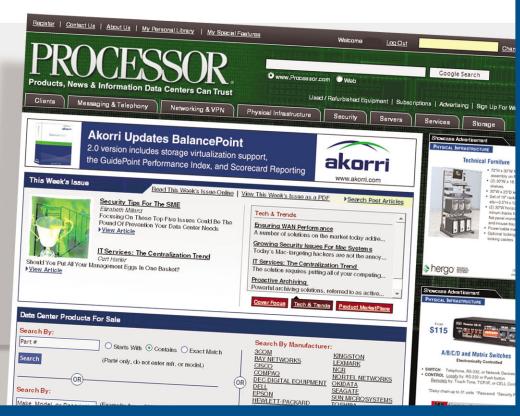
The cloud frees up personnel who are dedicated to email today to focus on activities that contribute to the bottom line, and it brings commercial-quality email within reach of companies of any size—even those that have no IT departments.

Go to Page 24

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- 4. Browse the list and read the brief descriptions to find what you need, then click the link to see the complete article.



Friends Or Foes?

Finding Social Networking's Place In The SME

by Kurt Marko

THE INTERNET HAS BECOME the most powerful vehicle yet devised for people to find and communicate with others of like interests, beliefs, or backgrounds. Leading Web sites have long incorporated comments and reviews to increase interactivity and user engagement, yet these were usually focused on a specific topic or activity. The Web as a general-purpose communication platform has struggled to break the direct, person-toperson usage models of email or instant messaging; however, social networking services have ushered in a new communication paradigm. Initially focused on school-aged students sharing their thoughts on music, movies, and each other, these sites have grown into a significant subset of the Web. As such, they now appeal to a larger—albeit still young—and more diverse demographic.

A recent survey by Gartner found that about 40% of respondents connect to so-

Social Networking Facts & Figures

A large survey (4,438 respondents in 18 countries) commissioned by Gartner sought to understand the usage of social networking sites. The results show that males tend to access mobile and online social networking services more frequently than females and that social networkers tend to be younger and better educated. Additionally, the most active users in terms of life stage and age are single people and teenagers. Mobile SNS (social networking site) users use mobile phones to visit sites such as MySpace, Facebook, and Bebo at least once a week. Internet SNS users use PCs to access such sites at least once in a typical week.

Gartner's survey also found that 38% connected to social networking sites via PC, less than 9% via mobile phone, and 8% via both. Over half the respondents said they did not visit social networking sites regularly or at all.

SOURCE: NICK INGELBRECHT, JULIA LIN; "DATAQUEST INSIGHT: CONSUMER SOCIAL NETWORKS: A FACT-BASED REALITY CHECK"

cial networking sites, so enterprises likely have employees accessing their Facebook, MySpace, or Bebo accounts at some point during the workday. Yet social networking doesn't have to be all fun and games. As Gartner analyst Nick Ingelbrecht writes, "The potential of social networking Web sites for business is largely untapped, but these sites will become increasingly important to the competitiveness of large enterprises." Noting that some leading-edge companies are tapping into the marketing potential of social networks, Tim Hickernell of Info-Tech Research believes that "Publicfacing social networking pages and groups are the new domain names of the Internet. Organizations must treat them the same as domain names in order to protect their reputation and brand, as well as [to exploit] the social network for valid business purposes."

Benefits Of Social Networking

There are two categories of social networking available to enterprises: public Web sites such as Facebook or LinkedIn and private, internal applications accessible only by employees. Public sites are best used for customer communication and marketing, while internal ones are an emerging collaboration platform used to augment traditional communication tools such as email, instant messaging, and team spaces.

According to Hickernell, one of the most powerful uses of public social networking is employee recruitment. Given the preponderance of young users, public social networks are an excellent adjunct to campus recruiting. Social networks, particularly those focused on professional and career enhancement, can help employees build or maintain contacts with peers outside the company and connect them with relevant standards bodies or professional societies.

Hickernell believes that social networks can also be powerful marketing tools for outreach to reach potential customers, users, or donors, especially by nonprofit and social service organizations. Likewise, due to frequently updated, unfiltered, often intense user postings, Hickernell says social networks are a great means of monitoring

Sample Policy For Employee Use Of Social Networks

Info-Tech offers an example policy and process for use of external social networks by employees. The research firm expects public social networks to rapidly add formal corporate management tools and dashboards to their services, such that not all of these guidelines may be needed in the future. The assumption for this template is that the social network in question currently does not provide formal corporate support tools.

- All requests for employee use of external social networks must be submitted to IT through the MAC (move/add/change) process and must be preapproved by the designated business unit's IT Liaison.
- Use of personal social network accounts and user IDs for company use is prohibited. IT will create a user ID on the targeted social network using the employee's corporate email address and will communicate the initial account password to the employee.

public opinion about a company, its products and services, or its competitors. He adds that companies can also "create custom network applications ([such as] widgets or plug-ins) for product and brand promotion or integration with a company's own online services" to enhance corporate marketing programs.

A new class of enterprise collaboration software uses social networking concepts and technology to enhance knowledge-sharing and employee interaction. Tim Young, CEO of Socialcast (www.socialcast.com), says his company's product is designed to capture and transfer what he terms the implicit or "dark" knowledge within an organization, in contrast to content management or groupware applications that are typically structured around a particular project or organizational hierarchy. He stresses that social networking allows employees to self-establish communities of interest based upon their expertise, questions, problems, or ideas.

Recommendations, Usage Guidelines & Policies

Hickernell feels public social networks have achieved such critical mass that they "are now significant points of entry for users to find companies and services"; thus, enterprises ignore them at their peril. He says companies need to develop strategies for exploiting social networks and guidelines for employee use.

- IT will establish access for the applicable employees to the targeted social network site, bypassing firewall Web site filters. (This is only necessary if access to public social networking sites isn't currently blocked.)
- Use of company social network user IDs for personal use is prohibited. Examples of prohibited use of company user IDs include downloading and installing plug-ins or helper applications such as those that try to access the company email directory, joining groups using a company user ID for personal reasons, or adding personal friends to an employee's friends list.
- Creation of "groups" within the social network to support business goals is allowed; however, the business unit agrees that it will regularly monitor and moderate group activity. It is the responsibility of the business unit to monitor individual group member activity and comply with the social network's Terms of Service or Use.

Due to the propensity for social network users to share personal, sometimes intimate, details on their pages, Hickernell says it's important that employees not mix business and personal use. As with Internet surfing in general, Hickernell says that personal use of social networks on company time should be covered through existing standards of business conduct policies covering use of the Web, personal email, or personal IM. He also suggests that security and online usage training for employees should incorporate information about social networks. Underscoring the security risks, Sophos recently discovered Facebook being used to spread malware, while earlier in the year, a popular Facebook widget turned out to be a spyware worm. For this reason, Graham Cluley, senior technology consultant for Sophos (www.sophos.com), warns, "Companies will once again be considering whether it's time to block Facebook in the workplace."

From a marketing and customer outreach perspective, Hickernell advises enterprises to "establish official presences on the major external public social networks now." This need not entail a significant time commitment, as he notes that most major sites have templates customized for businesses, and companies can link to existing Web sites or reuse online content on their social network pages.

Cloud-Based Email

Continued from Page 23

The cloud lets SMEs outsource that mail system to someone who has a lot more experience managing email than they have, says Cemaphore's Pike. The enterprise doesn't have to keep pace with the constant attacks on email security; cloud vendors address spam, viruses, spyware, and access rights in the cloud before it gets to the inbox, adds HyperOffice's Arsanjani. Cloud email enables employees to access their email from anywhere, on their own domain, through synchronization technologies. "I used to drag my laptop with me everywhere to get frequent email access," says Certain Affinity's Hoberman. With cloud email, that's no longer an issue.

Commercial cloud email intends to compete with in-house mail infrastructure head-on with speedy provisioning, flexibility and choice, and no management head-aches. As enterprises rely on these services and weigh in with their demands, the cloud will thicken with time and customer-tested email solutions.

SECURITY JULY 18, 2008

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SIX QUICK TIPS

Stay Ahead Of Security Threats

Tips To Help You Keep Data Confidential

by Jean Thilmany

TOO BAD YOU CAN'T STORE your company's financial and business information in a bank. Instead, company IT systems protect it. That's why companies need to maintain strong lines of defense to guard against a variety of attacks to system security, says Todd Snapp, director of security technologies at Teksouth (www.teksouth.com). By staying ahead of security threats, companies strongly decrease the likelihood of losing vital company information through system failure, hacker breach, internal threat, or the like. Here are some simple and straightforward tips to protect IT systems before a security breach can wreak havoc.

Two Layers Deep

Companies need to ensure they have security controls, such as a firewall, virus, and spam protection, in place at both the desktop and the enterprise levels, Snapp says. Seems like a no-brainer, but Snapp says he's continually surprised at the companies that don't take these simple measures.

"You want to have a two-level defense," he says. "I've found organizations that put all the onus on the user, but they don't protect at the enterprise level. There you've got a major weakness."

The entire network must be protected by a regularly updated firewall. Managing security at the user level is very difficult because individuals constantly find ways around their firewalls. And they don't continually update desktop software. Still, firewalls, as well as virus and spam protection, need to exist on each desktop, Snapp says.

Patch Those Holes

To the same end, Snapp counsels those in the IT department to regularly schedule firewall and software updates. It can be frustrating to keep up with patches that come in fast and furious. But keep in mind those patches may contain vital security fixes.

Stick to a consistent weekly or monthly schedule for updating, Snapp says. "I'm surprised at how many organizations go months without implementing critical patches," Snapp says. "You have to be very disciplined about it."

Again, patches and updates need to happen at both the enterprise and desktop levels.

Control Who Sees What

Keep strict control over which employees have access to data, says Johnnie Konstantas,

vice president of marketing for Varonis Systems (www.varonis.com). The Identity Theft Resource Center reported in June that nearly 16% of security breaches reported during the first half of this year came from insiders, up from 6% during the same time period last year.

Yet 76% of organizations don't have a process in place to determine which employees should have access to unstructured data, according to a June 2008 report Varonis Systems conducted with the Ponemon Institute.

Users who have access to information they don't need for their jobs are a security risk, Konstantas says. Most users only need access to a small fraction of the data that resides on file servers.

Konstantas also notes that standard advice from those in the security industry dictates that companies should review and then remove or revoke unnecessary permissions. That's easier said than done. At most organizations, the data is generated so quickly that it outpaces the IT department's ability to keep up with protections and access control lists, Konstantas savs.

IT departments should automate some management tasks. For example, ensure every file and folder on a Windows or Unix file system has access controls assigned to it. Replace global access to folders with rules that give access to the explicit groups, Konstantas says. Then review controls regularly.

Don't Snag That Phish

Educate employees to identify security threats they may not recognize as threats, Snapp says. Without training, employees may, for example, respond to an email scam without realizing its true intent: to get them to disclose vital information.

Other schemes take place by phone. A hacker posing as a help desk employee, for instance, may phone a company employee asking for his password. Snapp estimates that 70% of security breaches are accomplished in ways other than hacking into the system.

"Hackers deceive not only by hacking the system but by hacking the people," Snapp says. "Phishing is really a hack of deception."

Easiest To Implement:

Watch Where Your Backups Go

Don't let backed up information leave the building. Or if it does, make sure it leaves with a trusted employee, says Mike Garland, director of marketing at DataPreserve (www .datapreserve.com).

Businesses must create copies of vital digital business data on a set schedule. The backup copies can be used to restore original data should computers crash or a natural disaster strike. But many companies, especially smaller ones, rely on downloading information to a thumb drive or Zip disk that goes home with an employee. Even the most trusted employee can lose such information. Or it can be stolen from car or home, Garland notes.

Be sure to buy or build onsite storage, backup, and recovery systems. Increasingly, many businesses opt to outsource these offerings to managed storage service vendors who provide businesses with the backup software and the automatic offsite storage, taking away the backup hassle factor in the process.

Most Often Overlooked:

Secure Mobile Devices

Don't forget to protect the personal devices and laptops that employees take home with them, says Dan Dearing, vice president of marketing at Trust Digital (www.trustdigital.com). He recommends placing at least a minimal amount of security on such devices.

"It's easy to misplace, lose, or have a small device stolen," Dearing says. "Why make the content stored on the device another thing to worry about when ultimately they're meant to be tools of convenience?"

Todd Snapp, director of security technologies at Teksouth (www.teksouth.com), recommends placing asset controls, such as barcodes or software controls, on personal devices, backup systems, and laptops that leave the building. Controls and barcodes enable easy tracking. If a device is misplaced, lost, or stolen, the IT department can determine which employee is assigned the electronic and can pinpoint all the information it contains.

BONUS TIPS

- Run consistent disaster recovery tests. These tests ensure backed up information can be instantly restored, says Eric Bechtol, IT manager at Virtual Iron Software (www .virtualiron.com). He runs such a test once a month. Should information be lost or stolen. Bechtol is at least as-sured he can access the data.
- Force the use of strong passwords. This industry term refers to passwords that are at least six characters and that contain both capital and lowercase letters and num-

bers, Snapp says. The password must be nonsequential: It shouldn't move from spring1 to spring2, for example. Passwords should be changed at least every 90 days.

Why is there a need for strong passwords? To thwart the password-cracking tools commonly used by hackers, which quickly run numbers and letters in varied arrangements until they click one that gives access to a system.

"If your password isn't a strong combination of letters and

numbers, the software will guess it in no time," says Todd Snapp, director of security technologies at Teksouth (www.teksouth.com).

Snapp has found the most commonly used passwords name the current season: spring, summer, and fall. Employees think they're being ingenious by seizing upon a password that's easy to remember and update. Don't make the same mistake unless you want your password guessed in no

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WHAT'S HAPPENING

Used & Useful

To Horizon Datacom, Used Does Not Always Mean Obsolete

by Julie Sartain

IN SEPTEMBER 2004, the EPA (Environmental Protection Agency) published a report with a photograph showing a mountain of electronic waste at a landfill. The report that followed claimed that the national volume of e-waste is estimated at more than 2 million tons per year, with about 90% of that dumped at landfills. This report and numerous others like it describe the many volumes of hazardous chemicals associated with e-waste. And the stockpiles are growing.

In the past four years, however, recycling electronic equipment has become a lucrative enterprise for many companies out there who not only believe in green efforts but also recognize that "used" does not necessarily mean "obsolete."

Used Becomes Useful

One such company, Horizon Datacom Solutions (614/847-0400; www.horizon datacom.com), located in Columbus, Ohio, has a unique approach to recycling Americo's a waste

Vicky Nosbisch, president and founder, says, "I wanted to do more than just sell used equipment. I know you can buy a piece of network hardware from anyone, but what I'm interested in is developing a trusted relationship. When you work with Horizon Datacom, it isn't just about getting a cheap piece of equipment; it's about getting the right solution, support, and reliable equipment for a price you can trust to be competitive."

Horizon Datacom buys used hardware from all over North America and then ships that hardware to its headquarters in Columbus, where the equipment is carefully and extensively tested, refurbished, and packaged by trained engineers and technicians. "At any given time," adds Nosbisch, "we have [more than] \$1 million worth of equipment sitting on our shelves, ready to be shipped worldwide the next day."

Horizon Datacom's motto is "Your Network, Our Mission." The company has developed a full-service solution for its customers, which also includes products and services. Most companies actually do resell other manufacturers' products; the difference here is the packaged solution.

Horizon Datacom has skilled technicians to help its customers evaluate their needs, plan their implementations, and even manage the installations and configurations. In addition, it offers maintenance solutions with 24/7 phone support and next-day replacement of equipment (or same day, if needed). "It really is our mission to keep your network up and running," says Nosbisch. "And affordably—something that's increasingly important in today's market."

Director of Technology Burt Bardus adds, "While we don't develop and market products, we do have a product approach to our offerings for our customers. Your typical network hardware reseller is simply that: a list of equipment and prices. If you know exactly what you want, you can select it from a list. But we find that our customers don't often know what their options are or how to achieve a particular

solution. That's why we've developed a number of solutions and solution bundles to help our customers easily get what they want, quickly and confidently."

A Cut Above

The difference that separates Horizon Datacom from its competitors—that is, other VARs (value-added resellers) and other recycling companies—is its unique vending system. "We buy from you," says Nosbisch. "It may be surprising to many, but we actually pay you cash for your unneeded or decommissioned network gear." That same gear can be refurbished and returned to the same customer (looking and functioning like



brand new) with a one-year warranty or recycled and/or sold to another company.

"We'll sell you the same switch or router you can buy virtually anywhere else," continues Nosbisch, "or we can refurbish your own hardware and return it to you."

According to Nosbisch, most resellers don't carry any of their own stock. "Most secondary market network hardware resellers have virtual warehouses," she says. "That means when they sell you something, they have to go out and find it. We have a real warehouse in Columbus, Ohio, filled with equipment you need for your business, and we'll still be here tomorrow." And to guarantee a fair, competitive price, Horizon Datacom's staff watches the market and updates prices daily.

According to Bardus, Horizon Datacom's typical customers are businesses with 20-plus employees on up to divisions of Fortune 1000 companies. "We reach them, first, by referrals," he says. "We also rely on the Internet—when people have network

problems or are approaching projects, they go to the 'Net to look for solutions."

Bardus adds that most companies ask customers to call for a quote. "We're one of the only secondary network hardware resellers that put our full, live inventory on the Web and advertise our prices," he says.

Once you're a Horizon Datacom customer, he notes, you'll have a relationship with one of the company's trained sales representatives—someone with real network hardware expertise. These individuals stay in touch to ensure that customers have what they need and are prepared for that next big project. "We also have a monthly email newsletter that we send to our customers and others that's filled with industry information, articles, announcements, and technical tips."

Looking Ahead

Vicky Nosbisch founded Horizon Datacom Solutions in 1995 based on a simple idea: "I hated to see network hardware thrown out with the trash. I can't tell you how many mounds of equipment I've seen headed off to the dump or shredder. Routers and switches aren't like old monitors and desktop computers—they hold their value far longer."

And although the company does not design or market its own products and it's typically labeled as a VAR or secondary market reseller, the officers and staff classify themselves as leaders in the green market.

Future plans include continuing to offer personal, expert service. "We're hiring and training technicians so we can better assist our customers from the simplest switch configuration to designing a world-class data center," says Nosbisch. "We're looking at more ways of bundling and packaging hardware to offer solutions for smaller companies—that is, companies that may have outgrown the equipment that they can buy at our local store next to the DVDs but don't have the technical expertise to install or operate. That includes VoIP, wireless, VPN, POE, and much more."

THREE QUESTIONS

Pick Up The Pace

Silver Peak Provides Scalability & Speed To SMEs

by Joseph Pasquini

FOUNDED IN 2004, Silver Peak Systems (www.silver-peak.com) is a provider of WAN (wide-area network) acceleration appliances intended for use within enterprise and branch office environments. Silver Peak's network communication offerings are designed to facilitate a mixture of critical projects such as data replication and backup, server centralization, and application delivery.

Rick Tinsley is Silver Peak's president and chief executive officer. Prior to joining Silver Peak in 2004, Tinsley co-founded Turnstone Systems in 1998 and served as its president and CEO for six years. He has also served as vice president and general manager for Newbridge Networks, as well as business development manager for Texas Instruments. Tinsley holds a Masters of Business Administration from the University of Dallas and a Bachelor of Science in Electrical Engineering from Rensselaer Polytechnic Institute.

■ What are the biggest IT-related issues facing today's small to midsized enterprise?

Tinsley contends that SMEs need to be able to cope with an assortment of strategic IT initiatives that are all likely to have an impact upon a company's WAN infrastructure. "For example, enterprises are centralizing servers and storage for better security, compliance, manageability, and cost," says Tinsley, "but this makes it harder to expeditiously access data from remote locations."

He continues, "At the same time, enterprises need to more effectively replicate and back up more data over the WAN to achieve disaster recovery and business continuity objectives. In addition, enterprises are faced with a growing variety of WAN service offerings and must evaluate the tradeoffs between cost of bandwidth vs. the quality of bandwidth."

■ What should *Processor* readers know about your company's products?

Utilizing an array of latency and loss mitigation techniques, as well as compression and QoS, the company's NX Series of network appliances is engineered to minimize WAN data traffic and improve application performance across a distributed enterprise. GMS (Global Management Systems), Silver Peak's accompanying management tool, lets administrators centrally configure, monitor, and manage a Silver Peak-enabled WAN.

"Silver Peak has the broadest range of WAN acceleration products on the market and sets the benchmark for scalability in three dimensions," states Tinsley. According to Tinsley, the three dimensions include:

 Scaling Up – the ability to support everything from narrowband WAN links to Gigabit WAN links;

- Scaling Out the ability to support midsized companies with just a few offices to large enterprises with thousands of locations; and
- Scaling Across the ability to support any and all IP-based WAN traffic, including real-time traffic.

"In other words, Silver Peak has some unique architectural differences in our product lineup that enable us to provide a scalable WAN acceleration solution designed for all WAN links, all locations, and all applications," explains Tinsley.

■ What makes your company unique?

Tinsley is pleased with the feature set offered by the NX appliances. "Silver Peak is the only WAN acceleration vendor that works on all IP traffic," says Tinsley. "While other vendors focus exclusively on bulk TCP traffic, like file and email, Silver Peak also provides enormous value on non-TCP and real-time traffic, like VoIP, video, virtual desktop, Citrix, encapsulated traffic, and Fibre Channel over IP (FCIP) solutions.

"In addition, Silver Peak offers the highest capacity of any appliances on the market, with multigigabit throughput and more than 256,000 simultaneous sessions. This uniquely positions Silver Peak to cater to the high end of the WAN acceleration market," remarks Tinsley.

"Lastly, Silver Peak offers unique real-time Network Integrity features to overcome increasingly challenging packet delivery issues common to Multiprotocol Label Switching (MPLS), IP VPNs, and other shared networks. In this respect, Silver Peak is the only WAN optimization vendor to address the bandwidth, latency, and loss challenges that are common to most enterprise WANs."



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